



Final Report of the Colorado State University Alcohol Task Force

ALCOHOL TASK FORCE

February 1, 2005

www.president.colostate.edu/alcohol_task_force/

COLORADO STATE UNIVERSITY ALCOHOL TASK FORCE MEMBERS

- Jane Norton, Lieutenant Governor of Colorado, Chair of the Committee;
- Linda Kuk, Vice President for Student Affairs and Dean of Admissions, Operational Co-chair of the Committee;
- Cheryl Olson, Community Leader, Operational Co-chair of the Committee;
- Darin Atteberry, City Manager, City of Fort Collins;
- Dorothy Bland, President/Publisher, *The Fort Collins Coloradoan*;
- Brad Bohlander (ex-officio), University Relations, Colorado State University;
- Jeff Browne, Director, Colorado State University Student Media;
- Katie Clausen, President, Associated Students of Colorado State University;
- Paul Cooper, Chief Probation Officer, 8th Judicial District;
- Scoot Crandall, Executive Director, TEAM Fort Collins;
- Tim Davies, Professor of Education, Colorado State University;
- Jerry Deffenbacher, Professor of Psychology, Colorado State University;
- Larry Denmark, Rabbi, Psychologist, Addiction Expert;
- Michael Feeley, Commissioner, Colorado Commission of Higher Education;
- Dennis Harrison, Chief of Police, City of Fort Collins;
- Anne Hudgens, Executive Director of Campus Life, Colorado State University;
- Pat Hutchison, President of InterFraternity Council, Colorado State University;
- Jarrod Kay, President of Residence Hall Association, Colorado State University;
- Guadalupe Lemos-Sigward, Mental Health Specialist, Poudre School District;
- C.W. Miller, Chairman, Colorado State University Faculty Council;
- Arlene Nededog, Director of Retention Programs, Colorado State University's College of Natural Sciences;
- Jackie Nguyen, Outreach Coordinator, Colorado State University Counseling Center;
- Dave Nichols, President and General Manager, High Country Beverage;
- Nora Oakson, support staff;
- Yolanda Penley, Community Member, Lecturer in Colorado State University's School of Education;
- Ann Quinn-Zobeck, Director of Impaired Driving Prevention Initiatives, The BACCHUS & GAMMMA Peer Education Network (an international association of college- and university-based peer education programs focusing on alcohol-abuse prevention and other related student health and safety issues);
- Jeff Rodriguez, Student, Colorado State University;
- Jim Weber, Assistant Director of Alcohol and Drug Education, Colorado State University; and
- Dexter Yarbrough, Chief of Police, Colorado State University.

EXECUTIVE SUMMARY

The Colorado State University Alcohol Task Force was charged with:

- Reviewing University policies, protocols and enforcement procedures related to alcohol use and abuse on campus and in the greater Fort Collins community;
- Examining student behavior related to alcohol use and abuse and how Colorado State's education, prevention and intervention programs and practices compared with best practices nationally;
- Examining existing state and federal legislation regarding alcohol provisions and consumption, specific ordinances, distribution laws and practices used within the Fort Collins community;
- Reviewing advertising practices and standards that are used on campus and within the greater Fort Collins community that directly impact the consumption and abuse of alcohol among college students;
- Outlining the impact of the existing societal cultures around such use and abuse; and
- Reviewing policies, protocols and practices associated with alcohol use and abuse at Hughes Stadium.

The Task Force was asked to make recommendations to Colorado State University President Larry Edward Penley by February 1, 2005, to improve the campus and the surrounding community regarding these issues. Specifically, these recommendations should be focused on reducing alcohol abuse and negative consequences this abuse may have on student behavior, life safety, and the quality of life for students and the greater community.

We trust that these recommendations offer useful insights and actions that can be adopted by other college campuses and their respective communities regarding problems associated with alcohol use and abuse that plagues universities throughout the nation.

The Alcohol Task Force consisted of the full Task Force and four subcommittees, which addressed specific charges. The four subcommittees included:

- The subcommittee on Colorado State University alcohol-related policies, protocols and enforcement practices;
- The subcommittee on student behavior and educational and intervention programs;
- The subcommittee on alcohol-related legislation, distribution and advertising; and
- The subcommittee on the use of alcohol at Hughes Stadium, which is reviewing policies, protocols and practices associated with alcohol use and abuse at Hughes Stadium.

The Alcohol Task Force recommends the following to President Penley.

- **Recommendation 1.1:** Enhance and strengthen Colorado State University's alcohol and drug information available to the public on the University's Web site.
- **Recommendation 1.2:** Review all written materials with references related to alcohol policies (e.g. general catalog, Residence Hall handbook, parent handbook, etc.) to ensure that information is easy to find. The key terms of "alcohol and/or drug" should be included in the index or in the table of contents.
- **Recommendation 1.3:** Establish a committee charged with monitoring and reviewing progress of the 2004-2005 Alcohol Task Force. This committee replaces the current committee on drug and alcohol use.
- **Recommendation 1.4:** Strengthen the partnership between Colorado State University and the City of Fort Collins in addressing off-campus housing issues related to student behavior.
- **Recommendation 1.5:** Review and recommend changes to alcohol policies to ensure consistency across campus for students and staff.
- **Recommendation 1.6:** Initiate a campus education program for students and parents regarding city, county and state alcohol-related ordinances.
- **Recommendation 2.1:** Transform current DAY (Drugs, Alcohol and You) programs into a comprehensive program to address prevention, education, intervention and treatment needs across the continuum of alcohol and drug use among Colorado State University students.
- **Recommendation 2.2:** Provide a substance-free housing alternative.
- **Recommendation 2.3:** Engage Colorado State University (ASCSU, CRSCS, Athletics, Center

for Drug and Alcohol Education, *Collegian*, University Relations, SLCE, CASA, Housing and Dining Services), TEAM Fort Collins, Poudre School District, and the Fort Collins Most of Us® Project in a comprehensive social norms campaign. The aforementioned team will serve as the over-arching coordinating body for all social norms activities. The recommended approach will follow the model established by the Most of Us® Montana Social Norms Project.

- **Recommendation 2.4:** Take the next steps in fulfillment of Greek Life Statement of Expectations which addresses values, practices, social and academic behavior.
- **Recommendation 2.5:** Research and assess transitions into College for incoming undergraduate students, including the risk and protective factors involved. The results would assist in creating a “success” contract for these students. The contract idea includes contracting for positive involvement and academic success behaviors, use of University resources in strengthening areas of risk, and regular updates related to how well the student is staying on track. Possible implementation could include a yearly mentoring/recitation/class with facilitation from trained peer facilitators for each academic level.
- **Recommendation 2.6:** Colorado State University will collaborate with Fort Collins Police Services and TEAM Fort Collins in the implementation of the Colorado Department of Transportation Grant (awarded 11/23/04) to create a comprehensive program to reduce underage drinking.
- **Recommendation 2.7:** Increase communication and contact with parents and families.
- **Recommendation 2.8:** Develop, fund and support a student-led organization focusing primarily on alcohol-poisoning prevention.
- **Recommendation 2.9:** Begin planning for a conference in the spring to share results of Task Force work with other regional schools. Partner with the Colorado Commission on Higher Education (CCHE) to provide an annual conference.
- **Recommendation 2.10:** Create a comprehensive education program to raise student awareness about city, county, state, and local ordinances, and to prepare students to live off campus.

- **Recommendation 3.1:** Support RAMRide policy changes in order to append and enhance the service for Colorado State students and to secure it long-term.
- **Recommendation 3.2:** Evaluate night use of Transfort, and encourage the City of Fort Collins to partner in creating a solution for providing safe transportation for students in the evening hours.
- **Recommendation 3.3:** Identify a mechanism to develop an alcohol and drugs awareness course to be permitted for credit within the Health and Wellness curriculum.
- **Recommendation 3.4:** Continue to review the *Collegian's* advertising policies related to alcohol, liquor stores, bars and restaurants that serve alcohol.
- **Recommendation 3.5:** Initiate a national dialogue related to personal responsibility, social responsibility, education and appropriate socialization of young people related to alcohol.
- **Recommendation 3.6:** Explore with the City of Fort Collins and fund a two-year pilot program titled Neighborhood Resource Coordinator Program, and evaluate its effectiveness after a one-year period.
- **Recommendation 3.7:** Establish a City-Colorado State collaborative effort to educate landlords about best practices to create leases and lease addendums that encourage responsible alcohol-related tenant behavior. The Community Liaison Program works closely with landlords creating a set of standards and lease addendums to encourage responsible alcohol-related tenant behavior. This includes creating templates for lease addendums that distinctly describe responsible alcohol-related behavior including but not limited to noise, number of people attending a party, trash and public urination. Create workshops for landlords to educate them about developing positive and responsible relationships with tenants. Develop a recognition program for responsible landlords and tenants.
- **Recommendation 3.8:** Encourage retailers to adopt a code of ethics for responsible retailing related to promotions, advertising and business practices through collaboration between Colorado State University, City of Fort Collins, Larimer County officials and local alcohol retailers.

- **Recommendation 3.9:** Establish a coalition comprised of representatives from alcohol retailers, Team Fort Collins, the Colorado State Student Affairs office, the Colorado State Center for Drug and Alcohol Education, City of Fort Collins Neighborhood Resources Office, and Colorado State and local law enforcement agencies – meet at least quarterly to monitor progress on the code of ethics issues.
 - **Recommendation 3.10:** Support the creation of a detoxification service in Fort Collins.
 - **Recommendation 3.11:** Recommend that the City of Fort Collins staff review, strengthen enforcement and/or expand penalties for violations of existing ordinances related to alcohol abuse, especially those related to minors in possession of alcohol, fake IDs, noise violations and penalties for those in the supply chain who provide alcohol illegally to those under the legal age of 21.
 - **Recommendation 3.12:** Encourage members of the Colorado General Assembly to develop a statute that makes it possible for individuals to report alcohol-related medical problems to authorities and for this appropriate action to be considered in any possible legal consequences resulting from the behavior leading to the medical emergency.
 - **Recommendation 3.13:** Recommend the State Legislature review existing alcohol regulations and legislation related to minor in possession, fake IDs and providing alcohol to minors. We also recommend that the state support legislative resolutions that would encourage warning signs to be placed in liquor stores.
 - **Recommendation 3.14:** Support legislative efforts to ban Alcohol Without Liquid (AWOL) in the State of Colorado until such time that it can be shown to be a safe method of ingesting alcohol.
 - **Recommendation 3.15:** Recommend that the State Legislature consider making alcohol server training mandatory vs. existing responsible vendor act provisions.
 - **Recommendation 3.16:** Recommend that the State Legislature oppose proposed legislation to sell hard liquor on Sundays.
- **Recommendation 4.1:** CSUPD will work with the Athletics Department to implement most effective and efficient way to screen for contraband entering the stadium and for visibly intoxicated fans.
 - **Recommendation 4.2:** Implement a limited pat down of fans at the entrances to Hughes Stadium. Many venues have implemented limited pat downs, successfully decreasing the number of items entering the stadiums that might be used as projectiles causing potential injury to fans.
 - **Recommendation 4.3:** Eliminate all drinking games and related paraphernalia (including but not limited to quarters, beer bong and beer pong set ups).
 - **Recommendation 4.4:** Provide stricter enforcement of underage drinking by requiring wristbands for of-age fans in tailgate areas.
 - **Recommendation 4.5:** Prohibit spirituous (hard) liquors in tailgate areas at Hughes Stadium. (See Subcommittee 4 Appendix A-9 for definition.)
 - **Recommendation 4.6:** Increase the number of Positive Impact volunteers to assist with regulation of aforementioned recommendations.
 - **Recommendation 4.7:** Impose stricter consequences for violations of aforementioned policy recommendations, and minimize repeat offenders by imposing appropriate consequences.
 - **Recommendation 4.8:** Investigate alternative programming in tailgate areas prior to the game and special incentives to encourage fans to enter the stadium earlier.
 - **Recommendation 4.9:** Consider one of the following two options recommended by the Alcohol Task Force as the strategy for addressing alcohol-related issues and problems at Hughes Stadium.
 - A. In conjunction with the full implementation of recommendations 4.1 through 4.8, lift the suspension of beer sales at Hughes Stadium. Stop sales at the end of halftime. Reinstate beer sales policies and practices already in place.
 - B. Eliminate the sale and consumption of all alcohol at Hughes Stadium and its surrounding property, including parking areas.

- **Recommendation 4.10:** Investigate increasing safety and enhancing fan experience by improving the lighting and signage in the parking lot at Hughes Stadium.
- **Recommendation 4.11:** Improve stadium entryways by replacing stairs with walkup ramps when future improvements are planned for Hughes Stadium and surrounding areas.

COLORADO STATE UNIVERSITY

Colorado State University is a world-class higher education system renowned for quality faculty and sophisticated programs. Students remain Colorado State's highest priority, and the University's core focus is to ensure academic excellence and student success. This definition of student success highlights the importance of developing people of character who understand their roles and responsibilities in a civil society.

The University is committed to taking all necessary steps to help students succeed outside of the classroom as well as in the academic environment. This commitment includes working to educate and positively influence students about alcohol use, abuse, prevention and treatment to help ensure their academic and personal success.

ALCOHOL TASK FORCE

In fall 2004, Colorado State witnessed the tragic results of alcohol abuse. President Larry Edward Penley immediately embraced a responsibility and opportunity to take a bold and unprecedented look at the influence of alcohol on campuses, and to develop specific actions that can create a healthier, safer and more responsible environment for young people to study, learn, live and thrive.

The principal goal of the Alcohol Task Force is to make positive strides in creating a safe, healthy campus and community that supports academic excellence and the personal success of students.

The Colorado State University Alcohol Task Force was established on the continued belief that the University, in partnership with the community and society at large, owes it to our young people and their families to carefully examine the social dynamics and misuse behind alcohol and its tragic impacts on lives and communities. We commend Colorado State President Penley for taking the bold initiative to create the Alcohol Task Force to both look seriously at the underlying issues that lead to irresponsible drinking and to find solutions that can make a real difference on this campus and throughout the nation.

President Penley assembled a dedicated group of people from diverse backgrounds, bringing vast experiences, expertise and interests to this vital endeavor. But, the one thing all Task Force members have in common is a strong desire to join forces in changing the culture that underlies alcohol misuse and its consequences, and further do what is necessary to create a learning environment that promotes academic excellence and personal success.

The Task Force has focused on more than simply reducing the number of negative alcohol-related incidents that occur each year: we are attempting to provide ideas to begin changing the attitudes and perceptions of alcohol that underlie its misuse and its consequences on campus. Our efforts focus not on any type of blanket prohibition of drinking, but on changing the culture of drinking on campuses and in surrounding communities.

In addressing this problem, we recognize that alcohol abuse is a nationwide, longstanding problem with no quick fixes.

We acknowledge the importance of basing decisions and recommendations on evidence-based research and not emotion.

We acknowledge that students' drinking habits are influenced by a variety of personal and environmental factors, including family influences, personality and a person's biological or genetic susceptibility to alcohol abuse.

We additionally realize that although the consequences of excessive drinking are widespread and destructive, there are larger numbers of students who either abstain from drinking all together or who drink responsibly.

We recognize that Colorado State University is regarded a national leader on alcohol policies, practices, prevention strategies and intervention. We applaud the University's efforts, but as with any system, it can improve. And that is what the Task Force is striving to do – examine how to best build on the foundation that already exists.

We also strongly believe that the struggle against alcohol abuse is a campus-community problem. This endeavor has taken, and will continue to require, our best team effort to ensure long-term success.

We have operated openly and have continually encouraged and embraced public input. We hope that we have conducted our deliberations in a way that will inspire public confidence in our process,

and that the public will view our efforts as having integrity.

Collectively we are offering the following report and recommendations for real solutions to the problem of alcohol abuse, not only for our University, but also for campus communities throughout the nation.

CREATING THE TASK FORCE – SEQUENCE OF EVENTS

The fall 2004 semester began with two nights of destructive, alcohol-fueled riots involving University students, and was closely followed with the tragic death of Colorado State sophomore Samantha Spady who was found dead in a fraternity house from alcohol poisoning.

Colorado State President Penley commissioned the University's Alcohol Task Force. Made up of University and community leaders, the Task Force was established to more closely examine a wide range of issues, including binge drinking and underage drinking among students, and the culture of fraternity and sorority systems and the institution. In addition to reviewing current Colorado State programs and policies to ensure the University's efforts are effective, the committee was instructed to analyze best practices around the nation and to provide a report and recommendations to President Penley by February 1, 2005.

The University has a history of taking quick and decisive action with students regarding alcohol-related issues and conduct and safety concerns. The decision to create a Task Force reinforced Colorado State's commitment to its students, their parents and the Fort Collins community.

In creating the Alcohol Task Force and in involving members who truly care about the University and the young people of Colorado, President Penley, University and community leaders are seeking real solutions that will work in the Fort Collins community and also provide a national model for others to emulate at campuses throughout the country.

On September 14, 2004, Lt. Gov. Jane Norton, a Colorado State University graduate with a background in public health, agreed to lead the Task

Force. Lt. Gov. Norton, who served as executive director of the state's Department of Public Health and Environment prior to being elected to her current post, served as chair of the committee. Prior to joining Gov. Bill Owens' administration, Norton was tapped by Presidents Ronald Reagan and George H.W. Bush to serve as the six-state (Colorado, Montana, North Dakota, South Dakota, Utah and Wyoming) regional director of the U.S. Department of Health and Human Services. She has also served as a member of the Colorado House of Representatives.

In addition to Norton, Linda Kuk, Colorado State Vice President for Student Affairs and Dean of Admissions, and Cheryl Olson, a community leader with experience in mental health and substance abuse issues, also agreed to serve as working chairs for the committee.

On September 16, 2004, President Penley announced the full membership of the Alcohol Task Force including state and community leaders, students, faculty, staff and substance and alcohol abuse experts.

BACKGROUND

Colorado State University has long been considered a nationwide collegiate leader in alcohol and collegiate-based substance abuse education and prevention efforts. For example, Colorado State is nationally renowned for effective substance abuse treatment programs through its Center for Drug and Alcohol Education. The center offers a wide range of volunteer and mandatory alcohol and substance-related programs for students. Colorado State is home to the nation's first collegiate drug court, a proactive method to effectively addressing repeat alcohol and drug users by reducing high-risk drinking behavior and recidivism while increasing student retention. Known as Day IV, the program has a 72 percent success rate and is being modeled by the National Association of Drug Court Professionals and a coalition of leaders in higher education to develop a nationwide collegiate drug court program.

The members of the Alcohol Task Force recognize the existing programs and efforts of Colorado State University to address alcohol abuse and the

dedication of faculty, staff and students to these programs. The recommendations included in this report are not meant to minimize what is currently in existence, rather to endorse that these programs continue to be supported and expanded wherever possible, including:

- The Center for Drug and Alcohol Education;
- The Alcohol Standing Committee;
- Drugs, Alcohol and You;
- Peer Education Program;
- Live Life Late alternative activities; and
- Partnership between Colorado State Off-Campus Housing and the City of Fort Collins Neighborhood Resource Office.

However, University leaders realize that while much effort has been made and success achieved in this area, more needs to be done. Alcohol use and abuse is a major, national drug problem on college campuses, and Colorado State is no exception. According to the National Advisory Council on Alcohol Abuse and Alcoholism, national consequences of collegian alcohol abuse include 1,400 deaths, 500,000 injuries, 600,000 assaults, 2.1 million drunk-driving incidents and a multitude of additional problems each year. According to the Journal of American College Health, a recent study found that one in three college students qualified for formal diagnoses of alcohol abuse, and one in 17 could be diagnosed as alcohol dependent.

ALCOHOL TASK FORCE CHARGE, MEMBERS AND SUBCOMMITTEES

Alcohol Task Force Charge

The Colorado State University Alcohol Task Force was charged with reviewing current Colorado State policies, protocols and enforcement procedures related to alcohol use and abuse on the Colorado State campus and in the greater Fort Collins community; examining the continuum of college student behavior related to alcohol use and abuse and how Colorado State's education, prevention, and intervention programs and practices compared with best practices nationally; and examining existing state and federal legislation surrounding alcohol provisions and consumption, specific ordinances,

distribution laws and practices used within the Fort Collins community, reviewing advertising practices and standards that are used on campus and within the greater Fort Collins community that directly impact the consumption and abuse of alcohol among college age students; and outlining the impact of the existing societal cultures around such use and abuse. In addition, the Task Force specifically reviewed policies, protocols and practices associated with alcohol use and abuse at Hughes Stadium.

The Task Force was asked to make specific recommendations to the President of Colorado State University regarding improvements the campus and the surrounding Fort Collins community could make regarding these issues, with the specific purpose of reducing the incidents of alcohol abuse and existing negative consequences this abuse may have on student behavior, life safety and the quality of life for students and the greater community. We trust that these findings and recommendations also may provide useful insights and proposed actions that can be adopted by other college campuses and their respective communities regarding the problems associated with alcohol use and abuse that plagues all colleges across the county.

Alcohol Task Force Subcommittees

The Alcohol Task Force consisted of the full Task Force and four subcommittees. The subcommittees served as working committees to address the specific charges and make appropriate recommendations regarding their discovery and analysis.

The four subcommittees included the following:

- The subcommittee on Colorado State University alcohol-related policies, protocols and enforcement practices.
- The subcommittee on student behavior and educational and intervention programs.
- The subcommittee on alcohol-related legislation, distribution and advertising.
- The subcommittee on the use of alcohol at Hughes Stadium, which is reviewing policies, protocols and practices associated with alcohol use and abuse at Hughes Stadium.

The subcommittees were directed to base their decisions on sound science and not emotion. They were also instructed to meet as necessary outside of committee meetings to achieve their charges: subcommittees generally met at least once per

week throughout the duration of the Task Force. The subcommittees were instructed to then report actions and progress back to the larger committee at full Alcohol Task Force meetings.

The following are principles that were provided to the subcommittees for use in evaluating ideas and recommendations to bring forth to the larger committee:

- Do recommendations address the charge?
- Are recommendations evidence based? Are they supported by research and evaluation?
- Are recommendations sustainable? Can they be institutionalized? Are they sufficient in dose and follow-up?
- Are recommendations realistic? Does the administration have the ability to support the recommendations with adequate staffing? Do they involve students? Can the University consistently enforce the recommendations?
- Do the recommendations have an identified, adequate funding source if necessary?
- Are recommendations integrated, do they reflect a campus/community partnership?
- Are recommendations adopted by consent of the subcommittee members?

Full Committee Meetings

Task Force leaders led the group's first meeting on September 30, 2004 on the Colorado State University main campus in Fort Collins. The full Task Force met once per month through the end of the year and twice in January with the goal of finalizing the Task Force report to present to Colorado State President Penley by February 1, 2005. All full Task Force meetings were open to the public and time for public comment was provided at the end of each meeting. A complete list of meeting times and locations follows.

- Sept. 30, 3-6 p.m., North Ballroom, Lory Student Center;
- Oct. 28, 3-6 p.m., Room 228, Lory Student Center;
- Nov. 18, 3-6 p.m., Room 228, Lory Student Center;
- Dec. 9, 3-6 p.m., Room 228, Lory Student Center;
- Jan. 20, 3-6 p.m., Room 228, Lory Student Center; and
- Jan. 27, 3-6 p.m., Room 228, Lory Student Center.

Subcommittee Meetings

The subcommittees were required to meet as necessary to complete their work. Other than the first subcommittee meetings held immediately following the first full committee Task Force meeting on September 30, all subcommittee meetings were open to the public.

ALCOHOL TASK FORCE PUBLIC OUTREACH AND COMMUNICATION EFFORTS

At the first Alcohol Task Force meeting, committee members, led by Lt. Gov. Jane Norton, working co-chair Linda Kuk and working co-chair Cheryl Olson, made clear publicly that a key to the success of the Task Force was to hear comments, suggestions and feedback from students, parents, community members and all of those concerned with alcohol use at Colorado State and on campuses throughout the nation. From its first meeting, the Alcohol Task Force welcomed and encouraged public comment and involvement.

Following are the primary public outreach and communication efforts conducted by the Alcohol Task Force.

Open Committee and Subcommittee Meetings

All committee meetings were well publicized in local and regional media. Several subcommittee meetings and related forums were also publicized in the media. Dates, times and locations of upcoming committee and subcommittee meetings were posted on the Alcohol Task Force Web site.

Alcohol Task Force Web Site

Before the first Alcohol Task Force meeting was scheduled, the Alcohol Task Force Web site was created and posted online as an information resource for the public. The Task Force Web site was continually updated with information and its address was well publicized in local and regional media. Additionally, the site was highlighted on several other key Colorado State Web pages to reach a broad audience.

The Alcohol Task Force Web site was developed as the primary ongoing communication link between the Task Force and those interested in its work. The site was created to provide information about upcoming meetings and events as well as details from each Task Force meeting so that all interested individuals, whether or not they attended the meetings, could be kept fully informed about the committee and its progress. As such, the Web site included:

- Overviews of the committee and subcommittees;
- Task Force and subcommittee charges;
- A list of committee members;
- Full committee and subcommittee meeting times, agendas and minutes; and
- Statistics, data and other related resources.

The site also included a variety of additional documents presented at Task Force meetings, including:

- Remarks by President Penley and Lt. Gov. Norton;
- Presentations provided by experts at committee meetings;
- Subcommittee progress reports;
- Summary reports of e-mails to the committee;
- Task Force communications summaries;
- Task Force timelines;
- Final recommendations process and procedures;
- Information about related University and community programs; and
- A variety of other committee-related information.

The Web site is available online at www.president.colostate.edu/alcohol_task_force.

Online Comment Form and Public E-mail Address

In early October, an online comment form was posted and highlighted on the Colorado State Alcohol Task Force Web site where students, parents, community members and anyone concerned with student-related alcohol issues could make comments and suggestions to the Task Force. The comment form allowed individuals to send comments to the main Task Force committee or to specific subcommittees, and was promoted through an initial press release and then as part of additional releases and ongoing communication efforts.

An e-mail address was also created and promoted so individuals could e-mail comments directly to

the Alcohol Task Force without using the form. An address was also provided where individuals could mail written comments.

The online form and e-mails generated more than 360 comments and suggestions to the committee. Comments received were used to gain community perspectives regarding alcohol use and abuse at the University as well as perceptions about the work and progress of the Task Force.

Press Activities

Throughout the duration of the Alcohol Task Force, 12 press releases were written and distributed through local and regional media promoting the Alcohol Task Force, its committee meetings, subcommittee meetings, open forums, neighborhood meetings and opportunities for the public input.

Based on a cursory news review of primarily regional media outlets, more than 70 news articles and broadcasts specifically highlighted the Alcohol Task Force. Although many dozens of other stories mentioned the Task Force as part of related articles, the stories included in this count focus specifically on Colorado State's Alcohol Task Force and its work. The media coverage indicates that information about the Task Force was widely distributed to the public.

Colorado State E-Updates

Information about the Alcohol Task Force, including requests for feedback, was included in two Colorado State e-updates, each distributed to approximately 40,000 alumni and friends.

e-Comment

Twelve stories promoting the Alcohol Task Force, its meetings and opportunities for public comment were highlighted on e-Comment, Colorado State's daily electronic newsletter distributed to all University faculty and staff.

Comment

Three stories about the Alcohol Task Force, its meetings and opportunities for public comment appeared in *Comment*, Colorado State's weekly printed newspaper distributed to University faculty and staff.

Ram Mail

News releases were e-mailed to all University students regarding committee meetings as well as opportunities for public participation and comment.

Open Forum

On the evening of October 21, the Colorado State University Alcohol Task Force subcommittee on the use of alcohol at Hughes Stadium hosted an open forum in the Lory Student Center. The forum offered students, parents and community members the opportunity to provide opinions and suggestions to the subcommittee regarding the beer ban and the future of alcohol at Hughes.

The open forum was well publicized in campus, Fort Collins and Denver media. An invitation was additionally e-mailed to all Colorado State students as well as posted for all faculty and staff on e-Comment.

Approximately 25 students and community members participated in the open forum. Participants' comments and suggestions were used by the subcommittee to gain campus and community perspectives regarding alcohol use and abuse at Hughes Stadium.

Online Survey about the Future of Alcohol at Hughes Stadium

In mid-November, the Colorado State University Alcohol Task Force subcommittee on the use of alcohol at Hughes Stadium invited the public to participate in an online survey the group had created to gather feedback from students, parents

and community members regarding the future of alcohol at Hughes. The short survey included questions about the future of beer sales inside the stadium as well as allowing alcohol at tailgates outside the stadium before games. The results of the survey were used to assist the Alcohol Task Force in understanding community perspectives regarding alcohol at Hughes Stadium.

An invitation to participate in the survey was e-mailed to all Colorado State students, faculty and staff, season ticket holders and more than 14,000 front-range Colorado State alumni. A press release was distributed to the media announcing the online survey and a link to the survey was posted on the Alcohol Task Force Web site. The survey generated more than 7,500 responses.

Neighborhood Meetings

The Alcohol Task Force subcommittee on alcohol related legislation, distribution and advertising hosted two neighborhood relations meetings to allow members of the community who live in areas dominated by college students and/or fraternity houses the opportunity to discuss concerns relating to students and alcohol use. The first meeting was held on November 29 in the city's Neighborhood Resources Office and was attended by 30 community members. The second meeting was held December 8 at the Larimer County Building and was attended by 30 community members. Input from community members was used to gain community perspectives regarding alcohol use and abuse by students in Fort Collins' neighborhoods.

FINAL RECOMMENDATIONS

COLORADO STATE UNIVERSITY ALCOHOL TASK FORCE

Note: All appendices and supporting materials referenced in the recommendations are available for review and download on the Web at www.president.colostate.edu/alcohol_task_force.



SUBCOMMITTEE #1: ALCOHOL RELATED POLICIES, PROTOCOLS AND ENFORCEMENT PRACTICES

SUBCOMMITTEE MEMBERS

Co-Chair, Darin Atteberry, Fort Collins City Manager
Co-Chair, Arlene Nededog, Colorado State University Director of Retention Programs
Jerrold Kay, President, Colorado State University Residence Hall Association
Jan Nerger, Associate Dean, Colorado State University College of Natural Science
Yolanda Penley, Lecturer, Colorado State University School of Education
Terri Rogakis, Alcohol Task Force Subcommittee Staff Support
Craig Chesson, Assistant Director, Colorado State University Conflict Resolution
and Student Conduct Services
Anne Fellini, Colorado State University Student
Dennis Harrison, Fort Collins Chief of Police

CHARGE TO THE SUBCOMMITTEE

This subcommittee will review current Colorado State policies, protocols and enforcement procedures, and practices related to alcohol use and abuse on campus and in the greater Fort Collins community. These will be compared to National Best Practices and the committee will make appropriate recommendations for improvements and create new initiatives.

SUMMARY OF COMMITTEE ACTIVITIES

The committee met every Thursday, beginning September 30, 2004, until January 6, 2005, excluding the holiday break.

The first meeting entailed establishing direction for the committee. The committee broke into smaller workgroups that were assigned to:

- Review University policies, protocols, enforcement procedures and practices
- Review Fort Collins policies, protocols, enforcement procedures and practices
- Review National Best Practices as they relate to policies, protocols, enforcement procedures and practices

The committee further recommended the creation of a Web-based tool to gather input and feedback from students, parents and other interested individuals. The committee drafted the content of the Web site and worked with Brad Bohlander of University Relations to get it online.

The Web site, which included means for individuals to provide comment to the Task Force and all the individual subcommittees, began operating in October.

During the fall 2004 semester meetings, the committee became acquainted with various alcohol and drug policies, protocols, enforcement procedures and practices administered at the University, the City of Fort Collins and Larimer County. Our discussion centered on reviewing the data, which was compiled into a policies table highlighting who is affected, who is responsible for enforcement, how information is distributed to students, adherence to National Best Practices and recommendations for changes to the policies. The table also identified themes and gaps in the policies. (See Appendix A)

Web-based research was conducted to examine practices, procedures and policies related to alcohol use and abuse on college campuses. The policies table was then examined to determine if these practices adhered to one of the following components of the National Best Practices as identified by the Inter-Association Task Force on Alcohol and Other Substance Abuse Issues.

- Presidential philosophy or principles on alcohol related policies and procedures
- Educational component that includes community involvement and is institution-wide
- Advertising or marketing guidelines for the campus community and off campus vendors and businesses

- Student involvement that reflects the student population's culture and demographics, taking into consideration race, gender, age and developmental level of students
- Adherence to state and local alcohol laws and regulations
- Social norming theory applied to establishing best practices
- Written University policy

Additionally, information about alcohol and drug policies posted on the University's eleven CCHE-defined peer institutions' Web sites were examined, as well as those of the Georgia Institute of Technology and the University of California system,

were compared with Colorado State's policies. (See Appendix B)

The committee also considered public comments submitted to the Alcohol Task Force, specifically the ones directed to Subcommittee 1. In addition, the committee gained supplemental information regarding policies, procedures and enforcement from Alcohol Task Force meeting presentations and articles forwarded by various campus personnel and from the public at large.

At the December 2, 2004, meeting, representatives from a neighborhood association presented a position statement regarding housing issues in their neighborhood to the subcommittee.

Recommendation 1.1: Enhance and strengthen Colorado State University's alcohol and drug information available to the public on the University's Web site.

Rationale: Other than references to the Alcohol Task Force, e-Comment articles and a paragraph description of University policy, it is difficult to find information on the University's Web site regarding alcohol and drugs.

The Web is an effective and efficient communication tool that is easily accessible to students and is universally integrated into today's University culture.

Mechanism for implementation: Integrate Colorado State's alcohol and drug philosophy throughout the entire Web site, including sharing information related to alcohol policies on and off campus. These messages should include norming data, on-line alcohol awareness test, alternatives to alcohol use, responsible use, information on physiological effects, etc. (Example of "Best Practices" is a Web site developed by University of Iowa. See Appendix B)

Responsible person/group: Division of Student Affairs, University Webmaster and University Relations Department in collaboration with the President's Office.

Timeline: Web pages and site integration developed during spring 2005. Implementation online beginning Fall 2005; updated periodically.

Assessment: Track the number of unique IP addresses that visit each page; develop an on-line assessment tool for users; conduct e-mail-based surveys targeting current students, staff, parents and Fort Collins community members.

Recommendation 1.2: Review all written materials with references related to alcohol policies (e.g. general catalog, Residence Hall handbook, parent handbook, etc.) to ensure that information is easy to find. The key terms of "alcohol and/or drug" should be included in the index or in the table of contents.

Rationale: Locating information about alcohol and drugs is difficult in some current University publications. The committee is recommending that the terms "alcohol" and "drugs" be indexed in written materials because it is important that policies and procedures regarding alcohol and drugs be easily obtainable.

Mechanism for implementation: Individual units and departments responsible for all University written materials such as the catalog, student handbook and parent handbook will review written policies and make appropriate modifications.

Responsible person/group: We recommend that alcohol and drug-related language usage in written publications be examined further by the Alcohol Standing Committee. Once information has been reviewed and approved, the director and head of each campus department is responsible for implementing changes their publications.

Timeline: Fall 2005. If publications have already been printed, create an addendum booklet or sticker that reflects the required changes. Once old versions of documents are used up, print new version with text changes.

Assessment: Written materials will be reviewed by appropriate committees and administrative personnel.

Recommendation 1.3: Establish a committee charged with monitoring and reviewing progress of the 2004/2005 Alcohol Task Force. This committee replaces the current committee on drug and alcohol use.

Rationale: The existence of the standing committee on alcohol issues was not known to the majority of the members of this subcommittee. Their work is clearly important and should be more visible to the University community. Our recommendation also calls for the establishment of a *new committee* that will review and monitor the progress of the recommendations contained within the report of the 2004 Alcohol Task Force.

Mechanism for implementation: The new committee will be comprised of University employees, students, community members (e.g. neighborhood associations), and representatives from the City of Fort Collins and local businesses. The committee is responsible for critiquing policies, procedures and enforcements. The policies and results of the Alcohol Task Force will be reviewed by this committee at least once every year and will report to the President recommendations for changes. Terms of membership should be from 1 to 3 years to permit short-term membership (University seniors, for example) as well as to guarantee staggered terms.

Responsible person/group: Presidential appointees representing Colorado State and the Fort Collins community.

Timeline: Committee formed spring 2005 with the first committee review conducted for recommendations implemented during academic year 2005-2006.

Assessment: The committee will serve as the assessment body for policies, procedures and enforcement regarding recommendations set forth by the Alcohol Task Force 2004 and any future changes that are recommended or implemented.

Recommendation 1.4: Strengthen the partnership between Colorado State University and the City of Fort Collins in addressing off-campus housing issues related to student behavior.

Rationale: Off-campus students have an enormous influence on the quality of life for many City of Fort Collins residents. Collaboration with the city is essential.

Mechanism for implementation: Continue and support the current liaison relationship with the City of Fort Collins and the President's Office.

Responsible person/group: Division of Student Affairs and city leadership.

Timeline: Spring 2005.

Assessment: To be determined as the partnership with Colorado State and the City of Fort Collins evolves regarding off campus housing issues.

Recommendation 1.5: Review and recommend changes to alcohol policies to ensure consistency across campus for students and staff.

Rationale: Based on initial review, there is concern that existing policies are not consistent throughout campus. A thorough review of all policies would clarify existing discrepancies.

Mechanism for implementation: Currently under review by Subcommittee 4.

Responsible person/group: Alcohol Standing Committee in conjunction with TEAM Fort Collins and University administrative units responsible for existing policies.

Timeline: Fall 2005

Assessment: (See chart in appendix)

Recommendation 1.6: Initiate a campus education program for students and parents regarding city, county and state alcohol-related ordinances.

Rationale: Students and parents may not be aware of the city, county, state and local alcohol and drug related ordinances.

Mechanism for implementation: Strengthen Ram Welcome programs related to defining the city, county, state and local alcohol- and drug-related ordinances. Enhance workshops for current students in the residence halls on how to be good neighbors, and conduct workshops for students on city and state laws.

Refine or develop publications sent to students and parents regarding alcohol and drugs and provide opportunities for campus and community discussions.

Responsible person/group: Primarily departments in the Division of Student Affairs.

Timeline: Planning spring 2005 for fall 2005, and possibly summer 2005.

Assessment: Review assessment(s) of alcohol-related incidents for changes in number of violations of city ordinances and campus disciplinary actions.



SUBCOMMITTEE #2: STUDENT BEHAVIOR AND EDUCATIONAL AND INTERVENTION PROGRAMS

SUBCOMMITTEE MEMBERS

Co-Chair, Scoot Crandall, Team Fort Collins Director
Co-Chair, Anne Hudgens, Conflict Resolution and Student Conduct Services Director, Colorado State University
Cheryl Olson, Community Member
Lupe Lemos-Sigward, Poudre School District Mental Health Specialist
Ann Quinn-Zobeck, Director of Impaired Driving Prevention Initiatives, BACCHUS & GAMMA Peer Educational Network
Jackie Nguyen, University Counseling Center Outreach Coordinator, Colorado State University
Sharon Boyce, Community Member
Paul Cooper, 8th Judicial District Chief Probation Officer, Larimer County
Pamela Sampson, Greek Life Assistant Director, Colorado State University
Jeff Rodriguez, Colorado State University Student
Lynn Dean, Parent of Colorado State University Student
Pam McCracken*
Reza Zadeh*
Bryan Sutherland*
Darren Pettapiece*
Marc Endres*
Jen Johnson*

*Members added to the committee related to interest and expertise

CHARGE TO SUBCOMMITTEE

This subcommittee will examine the continuum of college-age student behavior related to alcohol use and abuse, and existing research and best practices regarding educational initiatives, prevention and intervention efforts. It will compare the existing educational programs and intervention efforts provided by Colorado State with the identified National Best Practices and ultimately make appropriate recommendations for changes and improvements that will reduce the incidents of alcohol abuse and the consequences of negative student behavior.

SUMMARY OF COMMITTEE ACTIVITIES

Subcommittee #2 of the Alcohol Task Force met every Thursday afternoon from 1-3 p.m. since the Task Force convened. We ended our tenure as a committee with an afternoon retreat to finalize recommendations to bring forth to the Task Force.

The committee began our work with a meeting with a random selection of students to hear their perspectives about their social lives, where alcohol

fits in that scene, what it was like as freshmen creating a social structure, what has worked best for them keeping their lives on track, and what advice they would give us about alcohol education strategies that they think work and don't work. This session was particularly helpful for the committee members who are admittedly long past their college years.

Over the course of our meetings we added several members who expressed significant interest and brought important expertise (with asterisk above).

Our initial task was to do an assessment of current research and best practices across the country. Our discussions included:

- NIAAA checklist of research-based best practices
- Reducing underage drinking – Institute of Medicine National Research Council
- Social norms strategies and effectiveness
- Population-level prevention strategies – online programs
- Applicable public health models
- Risk and protective factors

- Harm-reduction strategies
- Brief motivational interviewing
- Alcohol-poisoning prevention
- Intervention and treatment strategies for college-age students
- Twelve-step programs and recovery support
- Substance-free housing, recovery support houses and “safe house” options
- Peer education and mentoring
- Freshman and sophomore transitions
- Presidential leadership and vision
- Importance of research and assessment
- Alternative programming and activities

In addition, we heard presentations to discuss current practices and next steps at Colorado State from:

- Current demographics and use patterns among students at Colorado State
- Greek Life
- Parents and Student Transition Programs – Jody Donovan
- Off-Campus Student Services/ Neighborhood Resources Office – Jen Johnson
- Fort Collins Police Services – Joe Gerdum
- TEAM Fort Collins – Scoot Crandall
- Center for Drug and Alcohol Education – Pam McCracken
- Colorado State Standing Committee on Alcohol priority list – Pam McCracken
- Support from the recovery community – Bryan Sutherland
- Sigma Pi Alcohol Poisoning Prevention Team – Darren Pettapiece, Marc Endres
- Timberline Church Project at the former Sigma Pi House – Reza Zadeh
- Day IV program (adaptation of community drug court model) – Anne Hudgens
- Residence Life programs
- Preview, Ram Welcome, freshman mentoring project
- Party Partners and community collaborations
- Use of the Ram Portal as the link to students in their every day lives
- BACCHUS/GAMMA – Ann Quinn-Zobeck
- Partnering with Poudre School District
- Study abroad – issues related to substance abuse while abroad

Our committee acknowledges that many of our recommendations require significant

funding for development, implementation and sustainability. Our sense is that to accomplish these recommendations we needed to discuss and look at the availability of grants located in the area and nationally. We discussed the funding partners:

Award – (potential)

- SPF SIG – Strategic Prevention Framework State Incentive Grant
 - State awarded – \$250,000 to each of 10 communities per year for 5 years
 - Not open for application. Fort Collins and Colorado State would need to be identified as appropriate for award.

Grants:

- SAMHSA – Substance Abuse Mental Health Services Administration
 - \$500,000 per grantee per year (application process underway)
- ADAD – Alcohol and Drug Abuse Administration (TEAM Fort Collins application currently underway including Colorado State as a collaborative partner)
 - Approximately \$160,000 for 4 years
 - Department of Education (two in January 2005)
 - High-risk drinking
 - Potential partners based on compatible values
- Daniels Fund (potential)
 - College students – high priority
 - Alcohol abuse
 - Mental health
 - Risk and protective factors
- Bohemian Foundation (potential)
 - Funding youth

We also discussed the need to have professional assistance in writing and preparing grant applications. It is important to note that grant application deadlines are quickly approaching and will precede the final Task Force report.

We publicly thank the members of Subcommittee #2. We enjoyed very stimulating conversation, establishing relationships that will serve us well into the future, steady commitment, preparation and follow through.

Recommendation 2.1: Transform current DAY (Drugs, Alcohol and You) programs into a comprehensive program to address prevention, education, intervention and treatment needs across the continuum of alcohol and drug use among Colorado State University students.

History of the DAY (Drugs, Alcohol and You) programs:

Colorado State University has offered alcohol education classes (DAY I), follow-up for students transported to the hospital or detoxification center for alcohol overdose (DAY-Tox) individual risk assessments (DAY II), group support for people wanting to reduce or quit drinking (DAY III), and treatment for substance abusers or chemically dependent students (DAY IV). While the development of these programs over time has done well in serving a broad spectrum of needs specifically related to disciplinary referrals, our recent discussions have allowed us to create a more cohesive and broader vision for the continuum of services possible and to address limitations of our current programs.

Rationale: The new DAY programs will incorporate several new evidence-based programs previously identified by Subcommittee #2 (narrative rationale related to each is attached) including:

A. The vision: A new DAY at Colorado State

- We envision the DAY programs beginning with the implementation of the population prevention online course. A pilot program using *Alcohol Edu.* (Developed by Outside the Classroom) will be targeted at all incoming students prior to arrival on campus (please see attached rationale). As part of this pilot study, we will evaluate whether this delivery format or providing the information as well as engaging in a small group discussion in the mentoring groups shows a significant difference in effectiveness. Students would pay a one-time user fee for the DAY programs upon matriculation which fund the continuum of services. All students benefit (users or non-

users) from reduction of problem behaviors related to alcohol and drug use among the population.

- We envision creating a much broader opportunity for access and referrals to the DAY program. A current limitation is that the original DAY programs were developed as disciplinary referrals.
- The new entry into the DAY programs will be an online assessment program, which students access individually, that gives them immediate feedback about their level of risk. The assessment instrument, *InfoSoft* which is part of the BASICS program developed by Alan Marlatt, who is the pioneer in the Harm Reductions Strategies and Brief Motivational Interviewing, would be utilized.
- Referrals to the online assessment can be made by the individual, concerned friends, at a parent's request, through the Greek community, the University Counseling Center, Advocacy offices, Health Center doctors or practitioners, Athletics, Club Sports, academic advisors, Housing or University discipline, or the county and municipal courts for minor infractions such as underage consumption, possession of an open container of alcohol, noise violations, urinating in public, etc. A differentiation is made between a mandatory referral (as a result of a disciplinary hearing, court referral or a requirement for continued involvement in an organization, etc.) and a recommended referral (i.e. I am concerned that you are having difficulty related to your use of alcohol or drugs and I encourage you to take a look by completing this assessment and following through with the recommended DAY I program)
- When the student completes the assessment, they are referred either to the DAY class or DAY I meeting based on level of risk. There are no user costs associated with the assessment and DAY I referrals to remove any barriers and to maximize use of the services.

DAY Class

The class is designed for students who have not developed high-risk or abusive drinking patterns but may be affected by or negotiating the "college effect" related to drinking behaviors. The group session will focus on social norming information (normalizing healthy behaviors and lifestyles), encouraging students to identify individual assets and protective

factors, and to focus on strategies to maximize individual success in the social and academic environment.

DAY I – Individual meeting

A two-session strategy designed for students currently engaged in abusive use of alcohol and are at moderate- to high-risk for ongoing problems with substance abuse. Students individually see a clinician specifically trained in brief motivational interviewing. Sessions are designed to assist students in acknowledging risk behaviors and engaging in harm-reduction agreements. Students ready to acknowledge the need for treatment are referred directly to DAY III (voluntary treatment).

DAY II – Disciplinary repeat offenders

Students who have previously completed the assessment and DAY I process related to a disciplinary infraction will not be referred through the same process a second time. Students will be required to engage in a clinical assessment (SASSI) and interview and will be required to complete treatment components as a condition of their disciplinary probation.

DAY III – Voluntary treatment

Students who are worried about their own drinking or use and have come to the conclusion that they need to make changes can participate. Elements would include individual counseling, group work, referrals to 12-step programs, monitored abstinence when appropriate, and personal and academic development plans.

DAY IV – Treatment required in order to remain in school

The DAY IV program is a treatment program offered for students facing separation from the University due to drug or alcohol issues. The program emphasizes accountability and personal responsibility while providing on-campus treatment resources, case management, peer-group support and individually tailored contracts. The program is based upon the community drug court model combined with the best practices of Student Affairs and Higher Education. The program is the showcase and mentor program for the national “Back on Trac” Initiative

B. Population prevention model

We recommend a pilot program in which incoming freshman at Colorado State University be required to take an online alcohol education course prior to their first semester at the University.

- Research has shown (Keeling) that the strongest motivation for behavior change comes from relevant information delivered to students in effective and non-threatening ways. An online alcohol education program makes it easy and practical to provide pre-emptive education.
- The online alcohol education course should be implemented for first-year students. Students will take the course (in the summer) prior to their entry to Colorado State to ensure that they arrive to the University with a common knowledge base related to alcohol before they can develop a cultural norm upon arrival. The students enrolled in the freshmen mentoring project will receive follow-up discussion and research comparisons will be made between students taking the online class vs. students who took the online class and received follow-up discussion. Students who fail to complete the online course will have a hold put on their registration for the following spring semester. The hold will be removed after they complete the course. Evaluation of the pilot program will follow.

C. Brief motivational interviewing – Harm reduction programs

The subcommittee recommends that Colorado State implement an ongoing training program for campus personnel and implement brief screening and motivational interviewing as a primary tool in the DAY programs to reduce harmful use of alcohol by students.

- The National Institute of Alcoholism and Alcohol Abuse, the Centers for Disease Control and Prevention and the National Highway Traffic Safety Administration have identified brief screening and motivational interviewing as an evidence-based strategy to reduce alcohol use and the harm associated with alcohol abuse. Dr. Alan Marlatt and his colleagues at the Addictive Behaviors Research Center at the University of Washington have devoted more than 20 years to the development and evaluation of brief

screening and motivational interviewing. This strategy:

- Works from the premise that many people are not motivated to change current behavior.
- Works with where people are in their thinking and feelings about changing high-risk behavior to move them toward change.
- Change strategies come from individual, not counselor or professional.
- Responsibility for change is the individual's.
- Problem solving comes from the individual.

D. Intervention and treatment

Expansion of DAY IV program and national "Back on TRAC" initiatives with Colorado State University as the mentor and training campus.

- Create a Training and Consultation Center for the national Back on TRAC initiatives based on Colorado State University's Day IV Program.
- Expand treatment capacity to accommodate up to 50 students concurrently in the DAY IV Program.

National Leadership Role

In the fall of 2004 (the same weekend of Samantha Spady's death) a team of national professionals visited the Colorado State campus for a three-day observation of the DAY IV program. As a result of this meeting, a national committee composed of leaders from the National Association of Drug Court Professionals; William DeJong, Director of Higher Education Center for Alcohol & Other Drug Prevention; Donald Gehring, prominent leader in higher education; and student affairs practitioners has organized to spread the word about the successes of a campus drug court model. Dr. DeJong indicated this is the first new "promising practice" he has seen on a college campus in the last 20 years. The national initiative will be called "Back on TRAC" (TRAC being the acronym for Treatment, Rehabilitation and Accountability on Campus). This initiative appears prominently on the spring conference programs at the Association of Student Judicial Affairs (ASJA) and National Association of Student Personnel Administrators (NASPA)

We are proposing the creation of the National Back on TRAC Training and Consultation Center to be located at Colorado State.

Expand Treatment Capacity

In addition to assuming national leadership, we are discussing the expansion of our current program. During the fall of 2004 we found the upper end of student case load with our current staffing pattern. The formula developed is one clinician and graduate assistant case manager for every 25 students active in the program. We envision the need exists to be able to accommodate 50 active students in the program at a given time. To reach this level of client capacity, we would need to hire one additional clinician and one additional case manager.

The DAY IV program is a voluntary treatment program for students facing potential separation from the University due to drug or alcohol issues. The program emphasizes accountability and personal responsibility while providing on-campus treatment resources, case management, peer-group support and individually tailored contracts. The program is based upon the community drug court model combined with the best practices of Student Affairs and Higher Education.

- "A recent study indicated that, under existing patterns of alcohol use, nearly 1 in 3 college students (31.6%) qualified for a formal diagnosis of alcohol abuse and 1 in 17 (6.3%) could be diagnosed as alcohol dependent..." (as cited in Wechsler et. al., 2002; NIAAA, 2002). The DAY IV program is the first college model of its kind in the country based upon a community drug court model. Similar to the criminal justice system, Colorado State University has experienced similar cycles related to the Student Rights and Responsibilities (student conduct code). These patterns have been directly related to high-risk drinking ranging from alcohol abuse to alcohol dependence.
- The DAY IV program is recognized nationally and is being used as a model for universities around the country.
- The DAY IV program gives students a chance to stay in college while helping them fight their alcohol/drug abuse/dependency. The savings of human lives cannot be calculated. Many of these students have gone on to serve Colorado State as leaders on committees and in various organizations. Students have increased their GPAs and have gone on to achieve their academic goals (citation required).
- Retention of students is more beneficial financially to the college and retention is much

less expensive than college student recruitment since our pilot beginning in the spring of 2003. To date, the DAY IV program has saved Colorado State \$928,319.77 in tuition and fees.

- The DAY IV program has served 106 students, 82 have either successfully completed or are currently active. This represents a 72 percent success rate.
- Success of the DAY IV program makes expansion of the program an immediate appropriate and necessary goal from both a fiscal and human perspective.

Implementation of *A New Day* continuum will include:

- Identify and contract for online assessment instrument.
- Brief motivational interviewing training:
 - Identify appropriate staff and faculty (Health Services, Counseling Center, advisers, residence hall staff, academic faculty, etc.) to become trainers in the brief screening and motivational interviewing techniques.
 - Contract with The Addictive Behaviors Research Center at the University of Washington to conduct a “train the trainers” session with the appropriate personnel at Colorado State.
 - Identify Colorado State staff and faculty to receive brief screening and motivational interviewing training from Colorado State trainers.
 - Conduct training of identified Colorado State staff and faculty.
 - Design curriculum for DAY programs using BMI strategies.
 - Implement program.
 - Evaluate program.
 - Offer refresher training each year and repeat training program for additional staff and faculty.
 - To sustain this strategy over time, it is important that a cadre of Colorado State personnel be trained as trainers. Selection of population prevention course and implementation plan.
- Secure funding for and hire additional staff (clinician, graduate assistant, administrative assistant, assessment) for DAY programs (currently writing SAMHSA grant).
- Develop or modify curriculum for each level of DAY program.

- Secure funding for creation of National “Back on TRAC” Training/Consultation Center (current conversations with National Drug Court Institute).
- Secure housing site (current conversations with Housing and Dining Services).
- Seek community assistance related to lease buyout support for off-campus students needing to relocate to substance-free living center.
- Develop co-curricular program for Substance-Free Living Center including programs and activities.

Mechanism for implementation: Generally, responsibility for implementation will include DAY IV Steering Committee, Center for Drug and Alcohol Education, Housing and Dining Services and continued collaboration and partnership with members of the Task Force subcommittee (we envision many of us continuing ongoing partnerships).

- **Brief motivational interviewing**

The Division of Student Affairs in collaboration with the Center for Drug and Alcohol Education, University Counseling Center, Student Conduct Services and Hartshorn Health Services will facilitate the planning and implementation of this training and annual refresher training.

- **Intervention and treatment**

Through the oversight of the DAY IV steering committee with an additional representative from the Subcommittee on Student Behavior and Education and Intervention Programs. The steering committee has thorough oversight for the DAY IV program and staffing team. It makes sense for the steering committee to create a detailed implementation plan with full budgets, timelines and any additional resources needed.

Timeline: A detailed timeline for initial implementation will be developed during spring 2005. We are seeking funding in the form of a DAY one-time program fee to be assessed upon matriculation to Colorado State. We are currently in the process of writing a proposal for SAMHSA grant funding which specifically focuses on treatment on college campuses. If awarded, the grant would fund the implementation of the full continuum of services and accompanying research for three years. We have also had initial support from the National Association of Drug Court Professionals

and the Century Council for the development of the National Back on TRAC Training Center. Partnership with Housing and Dining Services related to substance-free housing initiative.

- **Brief motivational interviewing**

Planning for this training will begin in February 2005, with training to be held over the summer of 2005. Program implementation will begin fall of 2005 and annual refresher trainings will be held each subsequent spring/summer.

- **Intervention and treatment**

A detailed timeline would be developed by the DAY IV steering committee no later than February 1, 2005. A rough time-line for the five recommendations is as follows:

- a. **Expansion of DAY IV staffing:**

1. One clinician (per 20-25 students) and one case manager (per 20-25 students) – spring 2005.
2. Physically moving the team into the new building of the Hartshorn Health Center and the Counseling Center – fall 2006.

- b. **Create a Center for Training and Consultation for the national Back on TRAC Initiative to assist other institutions in forming a program similar to DAY IV.**

Working with the National Drug Court Institute and the National Association of Drug Court Professionals, Colorado State's DAY IV program will become the national leader for cutting-edge successful programming and treatment for high-risk students with alcohol and drug abuse and dependency issues – fall 2005 locating the Center at the Helmshire Hall or the DAY housing facility.

- c. **Expansion of treatment capacity:**

1. One clinician (per 20-25 students) and one case manager (per 20-25 students) Clinician 40,000 Case Manager 20,000, materials and evaluation.

- d. Seeking facilities options should begin immediately. Ideally a housing location will be in place by fall 2005.

Assessment: A full assessment strategy will be built in to every phase of the DAY programs and are specifically being developed in detail for the SAMHSA grant proposal.

- **Population prevention model**

Many online alcohol education programs have an evaluation process included with the program. It would be a priority for Colorado State to choose a program that has a "built-in" evaluation program. This evaluation would be able to track the attitudes and behavior of each freshman class longitudinally. Results can also be compared to the National Collegiate Health Association (NCHA) survey results related to alcohol and the Educational Benchmarking Institute (EBI) survey of collegiate freshmen.

- **Brief motivational interviewing**

The success of the brief screening and motivational interviewing will be measured by:

- Number of trainers trained.
- Number of staff trained.
- Number of students receiving brief screening and motivational interviewing.
- Collect pre-test data on alcohol use rates and consequences from participating students.
- Collect post-test data on alcohol use rates and consequences from participating students at follow up (6 months and 1 year).

Additional information to consider: Budget (rough estimates)

- Brief motivational interviewing – \$8,000.00
 - This will include trainer fee (an associate of Dr. Alan Marlatt – expenses for his travel, supplies, snacks and meals, marketing of event and some left over to hold first refresher training).

- Intervention and treatment – \$125,000.00 annually

Funding needs for the Center include

- Director
- Administrative Assistant
- Operating expenses
- Travel
- Conference host-site expenses

The funding is proposed through a grant from the Century Council facilitated through the National Association of Drug Court Professionals.

Currently seeking SAMSHA grant which would cover staffing needs associated with expansion of DAY programs.

Recommendation 2.2: Provide a substance-free housing alternative.

Provide a substance-free housing alternative (see the following recommendation) for Colorado State students in DAY IV, 12-step recovery programs, or court-ordered intervention and treatment programs. The facility could ideally serve as the Colorado State community center for alternative programs, meeting space, groups and other needs related to creating a comprehensive support service for students living substance-free lifestyles.

Rationale: Students routinely report how extraordinarily difficult it is to significantly change their lifestyle, habits and associations with drinking or drugging buddies without changing their living environments.

Based on the addiction and recovery literature, there is a very high correlation between relapse rates and return to previous living environments while in or following treatment. It is highly recommended to provide a University-owned or managed facility to assist students who are in need of environmental support for maintaining abstinence from alcohol and drug use. In addition to meeting the needs of students abstaining from alcohol and drug use, the facility could provide a meeting location for DAY groups, 12-step groups and substance-free programming and social events. Participation in all aspects of the substance-free community would help train and reinforce newly learned positive behaviors in a supportive and safe group environment. The facility could potentially be staffed by adding a live-in, room and board component to the DAY IV graduate case manager positions. Potential collaborations also exist with academic training programs in Psychology and Social Work.

In addition while some universities, including Colorado State, have substance-free housing or recovery housing, this model would link directly to University intervention and treatment efforts and would serve as an exemplary model program among universities in the nation.

Responsible person/group: Substance-free housing alternative: The initial responsibility would be to identify facility options. Following that a collaborative committee would need to develop objectives and a vision or mission statement for this

facility. Partners would include Housing and Dining Services, DAY IV program, the Hartshorn Health Center, the Center for Drug and Alcohol Education, the University Counseling Center, Off-Campus Student Services as well as community resources (e.g., Harmony Foundation, Island Grove Hope Center, Alcoholics Anonymous, 8th Judicial District).

Mechanism for implementation: The greatest initial challenge will be to identify and develop a business plan related to an appropriate housing facility. We are currently engaged in conversation with Housing and Dining Services to identify an appropriate housing site.

We are working on market analysis and referral opportunities. Currently, DAY IV has more than 100 members and graduates. In addition, we expect to be able to work with parents and the needs of incoming students, transfer students, Off-Campus Student Services, Resources for Adult Learners and with local therapists, treatment programs, probation and the 12-step recovery community to assess potential needs and referrals.

In addition, a financial need exists to assist students to “buy out leases” which would allow them to move into the substance-free housing. Many students feel stuck in situations where substance abuse is the norm, because they have signed lease agreements and do not have financial options. We are discussing community partnerships to create this fund.

Assessment: Contact peer institutions with similar programs (e.g., Rutgers and Texas Christian University) to gain insight and feedback about their recovery housing programs and experiences.

- Provide substance-free alternative housing to conduct ongoing assessments with residents and service providers.

Recommendation 2.3: Engage Colorado State University (ASCSU, CRSCS, Athletics, Center for Drug and Alcohol Education, *Collegian*, University Relations, SLCE, CASA, Housing and Dining Services), TEAM Fort Collins, Poudre School District and the Fort Collins Most of Us® Project in a comprehensive social norms campaign. The aforementioned team will serve as the over-arching coordinating body for all social norms activities. The recommended approach will follow the model established by the Most of Us® Montana Social Norms Project.

Rationale: The social norms approach has become one of the most talked about health-promotion strategies in recent years. Known primarily for its application to college-student drinking, it has become increasingly applied to a variety of prevention messages among communities and other groups working in the area of substance-abuse prevention. These entities are looking for evidence-based alternatives to ineffective intervention strategies or to supplement strategies with limited impact. We believe there is compelling evidence that an effective social norms approach will be a key component in addressing our charge. Specific support for this approach can be found at Perkins, H. W. and Berkowitz, A. "Perceiving the community norms of alcohol use among students: Some research implications for campus alcohol education programming" *International Journal of the Addictions*, 1986, 21, 961-976. Johannessen, K. et al. *A Practical Guide to Alcohol Abuse Prevention: A Campus Case Study in Implementing Social Norms and Environmental Management Approaches*. Tucson, AZ: Campus Health Service, The University of Arizona, 1999.

The mass-media campaign will help increase awareness among the student body of the consequences associated with high-risk and illegal drinking and the consequences of violations related to those actions. The campaign will also correct the misperceptions that students and the general public may have about high-risk or binge drinking. Campaigns such as these have been effective at

other universities, most notably at the University of Nebraska. A similar campaign regarding drinking-and-driving is under way at Colorado State University.

While the *Collegian* has taken steps toward encouraging responsible behavior by creating its tagline, "_____ encourages responsible drinking," that message needs to be refined and made more prominent for it to have real impact. The tagline should be evidence-based and consistent with social norms campaigns put in place.

In order for athletics fans to be aware of the new policies they will need to be well publicized with a broad range of approaches, including but not limited to social norms campaign (re: expected tailgate and fan behaviors) and Ram pride appeals (e.g., "most Ram fans don't..."), flyers, public service announcements, articles in the *Collegian* and *Coloradoan*, radio spots, student FYI, RamPoint and word-of-mouth.

Mechanism for implementation: Social norm campaign will follow established guidelines as set forth through the Fort Collins Most of Us® Project. These guidelines for implementation use a seven-step process:

1. Planning and environmental advocacy
2. Baseline data
3. Message development
4. Market plan
5. Pilot test and refinement
6. Implement campaign
7. Evaluation

This work will expand and enhance the current "86 Yourself" social norm campaign currently in process at Colorado State.

Additional activities generated from Task Force recommendations include:

- Social norming could be used as a primary tool in an overall strategy to achieve change in the culture at the football stadium.
- An ongoing media campaign highlighting students who are doing well and are successful at modeling healthy norms could be implemented through the *Collegian* and *Coloradoan*. The concept is modeled after the "Athlete of the Week" spot which features outstanding K-12 student athletes and the weekly spot that features outstanding outdoor adventurers. This type of feature would highlight Colorado State

students on a weekly schedule for academic achievement and contributories to research, the arts, service, athletic achievement, leadership, program development, multi-culturalism and the University. The actual norm is that the vast majority of students are doing well and making significant contributions.

- The Center for Drug and Alcohol Education already exists at Colorado State, but in order for it to place advertising in local media, funding will need to be provided for this new initiative. The target audience for both campaigns will include both Colorado State students and the general public under age 35. Media campaign could include local newspapers, T.V. and radio, billboards, Web sites and bathroom stalls at bars. Some media outlets provide free time for public service announcements.
- Increase the size and scope of the tagline currently placed at the bottom of all advertisements for alcohol retailers within *The Rocky Mountain Collegian*, consistent with current social norms language.
- The subcommittee recommends a review of the programming for Preview, Ram Welcome and other venues to include distribution and education of the new policies, which also will be handed out with football season tickets. ASCSU and other student groups will look into ways to encourage and promote positive fan behavior. Continue to enhance use of the scoreboard for positive social norm messages.

Responsible person/group: TEAM Fort Collins, The Fort Collins Most of Us® Project and Colorado State University (headed by Center for Drug and Alcohol Education).

Timeline: Our proposed timeline would involve the expansion of the “86 Yourself” and highlighted student profiles project into the fall of 2005.

Once funding is secured, the campaigns can be in place for the end of the spring 2005 semester and primarily for the 2005-2006 school year. The campaigns would need to be updated on a regular basis, so ongoing funding for the Center for Drug and Alcohol Education will be needed.

This recommendation should be ready for the beginning of Preview in early summer 2005.

Assessment: The recommendation can be assessed through a review of the literature as it pertains to the strategy of social norm theory. The project itself will

be assessed through the Research and Development Center for the Advancement of Student Learning, Colorado State University and Poudre School District.

Additional information to consider:

Practice Safe 86 Social Norms Campaign – \$85,000**

Personnel – \$30,000

Part-time coordinator to manage both the Colorado State campaign and projects through Most of Us® Fort Collins; Director of the Center for Drug and Alcohol Education at Colorado State and Executive Director of TEAM Fort Collins will contribute to the management of this project. In addition, students doing internships and practicums will be assigned various tasks.

Contract with marketing and communications agency to develop strategies for campaign.

Evaluation – \$10,000

The campaign will use various surveys already being administered for data as well as create surveys to assess effectiveness of the campaign. Analysis for the campaign will be required. We anticipate contracting with an evaluator to perform data analysis, generate reports, design surveys and hold focus groups. Currently the Most of Us® Fort Collins campaign contracts with an evaluator from the Office of Research and Development here at Colorado State.

Activities – \$15,000

This project will produce a social norms campaign reaching a minimum of 20,000 students via media messages, (electronic, T.V., print and radio) to get the messages out to students and campus community. In addition we will produce giveaways (pens, T-shirts, Frisbees, sunscreen, door tags, etc.) as re-enforcers to the messages to hand out to students. It should be noted that the *Collegian* has committed to matching the campaign dollar for dollar with print ads, and both CTV and KCSU are willing to run messages.

Web site design – \$22,500

Design a Safe 86 landing page with coordinating sub pages by development of all levels of HTML templates, making it Internet compatible, copy editing and adding content updates. This includes planning, graphic design, video components,

electronic development, distribution and implementation. Also includes the annual fee to keep Web site name. Estimate costs to be \$75 per hour and copy editing to be \$135 per hour. We will work with the Technical Journalism and Business departments here on campus to implement this. Cost is an estimate to start project, and then to manage the Web site after it is implemented. (\$75 per hour X 10 hours per week for 30 weeks).

Office supplies and equipment – \$3,000

General office supplies will be used by staff and students to provide for the project. It includes printing of flyers, telephone communications and Internet services.

Travel – \$4,500

Allow staff and students to attend various workshops and conferences to promote Colorado State's project and to enhance skills at implementing a successful campaign.

**These costs are based on one full year of funding. Web site design costs will taper off as site is developed and then requires maintenance.

The cost of this recommendation will involve staff time for developing and promoting the various campaigns, printing and distribution of literature, advertising and other materials, and the staff time for assessment and evaluation.

Recommendation 2.4: Take the next steps in fulfillment of Greek Life Statement of Expectations which addresses values, practices, social and academic behavior.

Rationale: Background: During the 2001-02 academic year, Vice President of Student Affairs Linda Kuk commissioned a Task Force of students, staff, community members and Greek advisors to examine the Greek community at Colorado State University. As a result a redefined Statement of Expectations was developed, and discussed at a summit in which student leaders from each chapter and advisors representing their national organizations participated. The final Statement of Expectations was passed by the Interfraternity and Panhellenic councils in April, 2002.

While very significant progress has been made in the last two years related to fulfillment both of the letter and intent of the expectations listed, several areas have fallen short and need additional attention and resources. The subcommittee focused on concrete recommendations in two essential next steps in the Greek community. In addition, one recommendation relates to additional research.

Recommendation 2.4A: Fraternities that have houses must have live-in house directors.

Please refer to recommendation #6 of the Greek Statement of Expectations. "The purpose of the live-in house director is to provide guidance and support to the chapter/colony and its members and to establish a direct liaison among the chapter/colony, house corporation and University".

Rationale: The leadership, mentoring and supervision provided by graduate directors is essential to significantly reduce risk in fraternity living environments and to ensure focus on positive values that are fundamental to each Greek chapter. It is unrealistic to expect that peer leaders within

the culture can provide the ongoing stability and leadership required to sustain cultural changes desired. Graduate directors additionally could share responsibility for implementation of educational programs and leadership development which would raise the bar for all chapters and help eliminate the disparity that exists between the “best” and “worst” chapters.

Assessment: By summer of 2007, all Colorado State Greek chapters will meet and sustain proficiency in meeting expectations.

Recommendation 2.4B: Create graduate assistantships through the Student Affairs in Higher Education program or other related human services programs to create staffing in fraternity houses similar to the level of leadership, training and expertise provided by hall directors in the campus residence halls. Please note that all sororities have always had house mothers or directors. Assistantships include a monetary stipend, tuition payment, and room and board.

Responsible person/group: Implementation will require a collaborative effort between Fraternal National Organizations, Greek Life, Student Affairs, Student Affairs in Higher Education and additional funding partners.

Timeline: Pilot program to be implemented fall 2005.

Assessment: By summer of 2007, all Colorado State Greek chapters will meet and sustain proficiency in meeting expectations.

Additional information to consider: Unless we are able to identify significant funding partners related to this recommendation, it is likely that we will need to identify some process of instituting an initial pilot program in a few fraternities.

Recommendation 2.4C: Explore the feasibility of building and operating a Greek Village.

Rationale: In recent years many universities have made the decision to build Greek Villages which helps solve the inherent difficulty that when the university does not own or operate the chapter facilities, they also have much less ability to staff, supervise and assist in the creation of positive educational communities. This obviously is a long-term plan. However, we believe potential opportunities exist to develop this housing project. Other universities have phased in the Greek Village concept beginning with the chapters which do not currently have chapter facilities, chapters who are having difficulty financially maintaining facilities, or chapters who own facilities that are in poor condition and would be very difficult to upgrade.

While it is difficult to assess tragedies that are averted, it is our expectation that staffing of fraternities will result in reduction in emergency situations, fewer serious infractions (reports of minor infractions may increase with increased supervision), internal monitoring of alcohol and hazing policies, improved relationships within the community as staff members will also be aware of, and respond to issues at off-campus party houses also known as fraternity annex houses. Increase of educational programming, leadership development, community service and academic focus.

Mechanism for implementation: Initially the focus would be on fraternity houses since most of our sororities have very nice facilities and are financially sound. Our recommendation includes investigation of other university experiences and a thorough look at the *Greek Village Study* conducted and produced by Treanor Architects P.A. Over the long run, we believe this option is our very best bet.

The staffing pattern is not as simple as a one-staff-to-one-chapter relationship. This formula will need some work. For example, Pi Kappa Alpha is the largest fraternity on campus and does not currently have a chapter house. In addition, Triangle Fraternity has a very small membership although they do have a chapter house. Some houses would need renovation in order to create a space suitable for a house director.

Assessment: By summer of 2007, all Colorado State Greek chapters will meet and sustain proficiency in meeting expectations.

Additional information to consider: Funding is also a difficult issue. The University does not own or operate any of the fraternity houses. There is a large variability of financial solvency among current chapters. Fraternities have indicated that they have not been able to follow through with the 2002 recommendation primarily for financial reasons.

Our third difficult issue relates to University risk for staffing facilities which do not belong to the University. This will require review through University legal counsel.

Recommendation 2.4D: Create a “seal of approval” endorsement related to achievement of expectations.

Rationale: The Statement of Expectations is currently the basis on which Greek chapters become eligible for awards and recognition within their own community. There is no meaningful consequence to falling short of meeting expectations. Currently the best chapters take this seriously and strive for the recognition. Many of the marginal chapters fail to complete the required year-end report with no significant consequence.

Mechanism for implementation: The subcommittee recommends instituting a University system of endorsement indicating specifically to parents and new students which chapters meet specified levels of achievement related to the Statement of Expectations. At Preview, the parents’ Web site, and the Greek Life Web site, parents and new students would be encouraged to consider membership only in chapters meeting the “seal of approval” standards. Seal of approval lists could also be made available to national headquarters recommending that chapters avoid co-sponsoring or engaging in social events with “high risk” chapters.

In addition, we recommend the Interfraternity and Panhellenic councils consider instituting language in the Statement of Expectations that allows for a specified probation and remediation period to achieve standards and recommend the withdrawal of University recognition from chapters who do not.

Responsible person/group: We recommend a committee including student leaders (Greek and ASCSU), University staff, community member, parents and national advisors review that Statement of Expectations, criteria for evaluation (real and meaningful, i.e. if you say you are hazing-free, how can we affirm this is true?), acceptable levels of achievement to qualify for the seal and criteria to determine probation and remediation.

Assessment: By summer of 2007, all Colorado State Greek chapters will meet and sustain proficiency in meeting expectations.

Additional information to consider: No additional funding is needed to meet this recommendation. Recommendation to be completed prior to Preview, summer 2005.

Recommendation 2.4E: Create a GAMMA Chapter (Greeks Advocating Mature Management of Alcohol).

Rationale: BACCHUS and GAMMA Peer Education Network is an international association of college- and university-based peer education programs focusing on alcohol-abuse prevention and other related student-health and safety issues. They have a long history of involvement on college campuses. The student-to-student and peer mentoring component of alcohol education and intervention are currently under-utilized at Colorado State University.

Responsible person/group: We recommend that Greek Life partner with Ann Quinn-Zobeck in the development of this program to occur in the 2005-06 academic year. Program development can occur using existing resources. Ongoing advising support accomplished with collaboration from staff in the Center for Drug and Alcohol Education.

Timeline: By spring of 2006 Colorado State will have an active GAMMA chapter working on outreach programs, alcohol-poisoning prevention and peer mentoring connections.

Assessment: By summer of 2007, all Colorado State Greek chapters will meet and sustain proficiency in meeting expectations.

Recommendation 2.5: Research and assess transitions into college for incoming undergraduate students, including the risk and protective factors involved. The results would assist in creating a “success” contract for these students. The contract idea includes contracting for positive involvement and academic success behaviors, use of university resources in strengthening areas of risk, and regular updates related to how well the student is staying on track. Possible implementation could include a yearly mentoring/recitation/class with facilitation from trained peer facilitators for each academic level.

Rationale: Significant research has occurred in recent years and particularly in the “post-Columbine” era in assessing both risk and protective factors among school age children. The risk factors identify significant contributors for alcohol and drug related problems, use of violence, dropping out of school and other high risk behaviors. The corollary to this research, and perhaps equally as important, is assessing which students do well and why which allows for assessment of protective factors. The research is referred to both under the terminology of identifying risk and protective factors and asset development in youth. In primary and secondary education the best known research relates to the “40 Developmental Assets” assessments developed by the Search Institute. Colorado State as a selective enrollment institution, admits high school students who rank in the top quarter of their class, bring an average 3.54 GPA and score on average 24.1 on the ACT and SAT combined score of 1,114. There is nothing about their entering class profiles that would predict anything other than high levels of success. While the 40 Developmental Assets can be assumed to contribute greatly to the success of becoming a college bound student, they may not account for the new risks, referred to as the “college factor,” which occurs when students enter college. While research has been conducted to help identify both environmental factors and individual factors that contribute to increased risk

for alcohol consumption among college students, our hypothesis is that a new level of developmental assessment and asset development program for college students would be helpful and then to use the information for practical use to increase individual success in making the transition to Colorado State. Many life/transition issues are the underlying factors related to substance use and abuse. A focus on “whole person” development is more likely over time to address substance abuse issues than continue the single focus on alcohol as the problem.

Mechanism for implementation: We propose the research and development of a risk and protective factor assessment beginning with freshman students. The proposal currently is looking at creating a model where freshmen can engage in an assessment of their current readiness to enter the college environment (assets), what components of their previous lives have been essential to their well-being and success (protective factors) and given this information how will they contract for their own success. (Contract idea is instrumental in the brief motivational intervention theory shown to be highly successful). The contract will include contracting for positive involvement and academic success behaviors, use of University resources in strengthening areas of risk and regular updates related to how well the student is staying on track with his or her success contract. The success contract could be useful in conversations between students and academic advisors, the mid-semester check-in with resident assistants, mentoring groups and in other relationships with University staff such as counselors, disciplinary hearings, coaches, etc. Of particular interest is the implementation of ongoing dialogue and skill development through a class, recitation or mentoring group with facilitation by trained peer educators. The Success Contract could become standard on the individual student home page through the Ram Portal. Ideally, this notion of contracting for success would become part of the student’s ongoing relationship with the University and would be conducted prior to each new semester as the developmental tasks change with the growth of the student and their progress in their academic program. If successful, the recitation or group model could be implemented at each academic transition (i.e. fr., soph., jr., sr., non-trad., transfer) potentially for academic credit. The two transition periods of most concern at this time are the transition into the University as a freshman and

the sophomore transition into residing in the Fort Collins community. However, following students into their junior and senior years will complete targeting transition risks related to achieving their 21st birthday which typically occurs in the junior year and preparing seniors for successful careers and transitions into the work world.

The current research related to campus and environmental factors is very instructive for the University in creating strategies, programs, policies and interventions that help combat substance abuse risk factors among the general population. However, each individual brings their own histories, assets and risks. To engage students in identifying their own risk and protective factors and then concretely contracting for their success will increase individual responsibility at a much deeper level.

Timeline: While we believe this concept to have enormous potential, it would come in a second phase following implementation of other recommendations have immediate priority. Target for development is the next 2 to 3 years.

A person or small team with research to practice skills will be required.

Planning for a least a year in the development and pilot phase.

Assessment: Self report data.

Use of the assessment and contract instrument by students. Do students find it helpful, thought provoking? Do they report concrete behavior initiation or change as a result?

- **Control group research.**
In the pilot phases, research could be conducted related to success behaviors compared with the group using the instrument and contract vs. those who do not.
- **Changes in concrete criteria such as freshmen drinking rates, retention, academic probation, disciplinary actions, etc.**

To create a comprehensive, research-based assessment and contract will take a development grant with a one to two year window from development to report. The grant would pay for salary buy out or hiring, administrative support, research and computer expertise, \$125,000 total per year.

Recommendation 2.6: Colorado State University will collaborate with Fort Collins Police Services and TEAM Fort Collins in the implementation of the Colorado Department of Transportation Grant (awarded 11/23/04) to create a comprehensive program to reduce underage drinking.

Rationale: As a result of recent tragedies and events in conjunction with the underage component attached to these events, Fort Collins has the potential to demonstrate a comprehensive program to reduce underage drinking.

Mechanism for implementation: The implementation of this effort will be encompassed by the Enforcing Underage Drinking Laws Grant awarded by the Colorado Department of Transportation. This grant was, in fact, awarded November 23, 2004 with a start date of March 1, 2005. Future grants will include the CSU Police Department and local retailers.

Implementation will be a combined effort of Fort Collins Police Services, Colorado State University Police Department, Colorado State University Conflict Resolution and Student Conduct Services and Center for Drug and Alcohol Education, and TEAM Fort Collins. Officer Bob Younger of Fort Collins Police Services will be the lead coordinator.

Timeline: Implementation will take place on March 1, 2005, with a 15-month duration ending May 31, 2006.

Assessment: Research and evaluation will be conducted through Colorado State Research and Development.

Recommendation 2.7: Increase communication and contact with parents and families.

Rationale: Studies show that parents remain very influential in their college student's decision-making processes. With this in mind, the sub-committee recommends that Colorado State more fully utilize this valuable resource by alerting parents to the risks alcohol and drug abuse pose to their students and by educating parents about the steps they can take to help protect their students from these risks.

Mechanism for implementation: The sub-committee identified the immediate need for President Penley to make contact with parents following our difficult fall semester, and alerting them to the final Task Force report. Parents on the committee felt strongly that a letter or direct communication from President Penley to parents would reassure parents that the safety of their students is of the utmost importance to Colorado State and ask parents to partner with Colorado State in this effort by talking to their students about alcohol abuse and other risky behaviors. The communication would also refer parents to the Colorado State Web site for updates and information on how to broach the subject of alcohol safety with their students.

Introduce additional information relevant to Task Force findings and recommendations in Parent's Preview session which helps parents understand campus issues and to help their students identify problems, intervene and ask for help.

Include information on city codes and ordinances and state laws regarding alcohol use off campus (parties), and good neighboring in Parent Preview sessions and Family Weekend sessions.

Encourage parents to make the Colorado State parent Web page their homepage

Improve the Colorado State parent's Web page by making it more user friendly, providing parents with links to information and on-campus help including a link that would guide parents through 'Brief Motivational Questions' related to stress, suicide, depression, safety and STDs. In addition, make available on the Colorado State parent's Web site information related to city codes and ordinances and off-campus living.

Use social norming techniques to educate parents through the Web page about the positive social behaviors of students on campus (i.e. 80 percent of Colorado State student do not abuse alcohol and drugs; 86 percent say they use designated drivers).

Update the Parent's Calendar to include sophomore transitions and address transitional issues relating to moving from campus housing to off-campus housing.

Provide communication each spring to parents of students who have indicated they will move off campus. This letter should address landlord-tenant issues including lease review services and City of Fort Collins regulations and county codes.

Responsible person/group: The Director of Parents Relations and Student Transition Programs, the Vice President of Student Affairs and President Penley will play a lead role in implementing this recommendation.

Effective communication, in a form directly meaningful to parents and likely to reach the largest number of parents, from President Penley should be initiated as soon as possible with other recommendations to be phased in throughout the coming year.

Assessment: The recommendation can be assessed through periodic parent surveys.

Recommendation 2.8: Develop, fund and support a student-led organization focusing primarily on alcohol-poisoning prevention.

The organization would have the following goals:

- Formalize the ongoing collaboration between Colorado State students, the Spady Foundation, Colorado State University, the Fort Collins community and public schools to prevent alcohol poisoning.
- Ace of Spades Initiative: develop and produce a wallet card assisting students in identifying symptoms of alcohol overdose and instructing them how to access immediate assistance. (Following the death of Bennett Bertoli, this recommendation was fast-tracked and 19,000 wallet cards were distributed on campus, door-to-door in student neighborhoods, through liquor stores and bars during finals week of the fall semester 2004.) We have had many requests for additional cards and plan to continue the distribution of cards through the residence halls, community welcome events and other regular contacts with students.
- Develop student-outreach teams that would go mainly into high schools and residence halls to educate (not promote) students about alcohol and alcohol poisoning as well dispel myths about excessive drinking in college as the norm.
- Create ongoing strategies to encourage donations to the Spady Foundation in order to sustain these projects.

Rationale: There is no student-run educational association related to alcohol awareness and specifically alcohol poisoning with regards to warning signs, what to do, who to contact, etc. In addition, we feel that if the perceptions and expectations of excessive drinking in college can be changed through education before incoming students arrive on campus, the University can greatly reduce the number of transports and potential crisis situations dealing with alcohol.

Recommendation for implementation: Work with the Ace of Spades group as well as TEAM Fort Collins to go into high schools to educate students about alcohol. Program would consist of video of Samantha Spady's life, breakout sessions to educate

as well as a question-and-answer period for students about college and drinking and handing out signs of alcohol poisoning wallet cards.

Responsible person/group: Former Sigma Pi fraternity members are working in collaboration with the Spady Foundation, Center for Drug and Alcohol Education, Colorado State Development, ASCSU, Greek Life, Poudre School District and TEAM Fort Collins to implement the project. The men are very motivated to have something good come from the traumatic experience of losing their friend Samantha Spady to alcohol poisoning.

Timeline: Spring 2005.

Assessment: Graduate student would compile data dealing with student use of alcohol as freshmen from year to year. Comparative analysis can be used to assess drinking habits between freshmen year compared to junior/senior year to identify success of recommendation and educational programs.

Waiting for information regarding financial figures related to 19,000 cards. Conversations with Mr. and Mrs. Spady regarding the foundation have been scheduled.

Recommendation 2.9: Begin planning for a conference in the spring to share results of Task Force work with other regional schools. Partner with the Colorado Commission on Higher Education (CCHE) to provide an annual conference.

The subcommittee recommends that Colorado State collaborate with the statewide higher education organization and the Coalition of Campus Alcohol and Drug Educators (CADE), to plan a conference during 2005 semester to share the Task Force results with other institutions of higher education in Colorado and the surrounding region.

Rationale: As stated in the charge, the findings and recommendations of the Task Force “also may provide useful insights and proposed actions that can be adopted by other college campuses and their respective communities regarding the problems associated with alcohol use and abuse that plagues all colleges across the county.” During public comment at the first Task Force meeting in September, a student from the School of Mines commented on the importance of sharing the results

of our efforts. Our subcommittee added this task to its charge. Many campuses have expressed interest in how the Task Force was formed, the process utilized to make decisions and the final report. A conference will provide participants an opportunity to learn about both the procedures and findings of the Task Force.

Mechanism for implementation: Ann Quinn-Zobeck of The BACCHUS and GAMMA Peer Education Network organizes the CADE conferences. Together with the chairs from each of the subcommittees, Ann will coordinate a date, time, location and registration for the conference. Through CADE, the conference will be advertised to schools throughout the region. The subcommittee chairs will plan the agenda for the conference. Ann will investigate the possibility of utilizing satellite teleconferencing to allow participation of schools that cannot travel to the conference.

Responsible person/group: The subcommittee chairs and Ann Quinn-Zobeck.

Timeline: Choose date for conference by February 28, 2005; advertise conference throughout March 2005; implement conference during April 2005.

Assessment: The recommendation will be assessed by the number of participants and a participant evaluation form.

Rough Budget Estimate

Item	Costs	Responsible Party	Notes
Meeting room rental	\$500	CADE	
Equipment rental	\$500	CADE	LCD projector/screen, etc. Possible in kind
Refreshments	\$700	CADE	Could be more depending on number of participants and if lunch is included
Teleconferencing costs	\$1000	?	Depending on costs, CADE can absorb some. If broadcast from a campus or state agency, could costs be waived?
Printing	\$1000	?	Conference registration forms and handouts. CADE can absorb registration printing costs. Can we find an in-kind donation of handout printing?
Postage	\$300	CADE	
TOTAL	\$4000		

Recommendation 2.10. Create a comprehensive education program to raise student awareness about city, county, state and local ordinances, and to prepare students to live off campus.

Rationale: It is important that all new, transfer, residence hall, and continuing students at Colorado State have accurate and consistent information about city codes and ordinances, neighborhood and community expectations, leases as legally binding documents, and health and safety issues related to rental properties. Educating students about University and community expectations is a proactive way to establish norms, open the lines of communication, prevent future problems and inform students about resources available to them in case problems do occur (Student Legal Services, Community Mediation Program Off-Campus Student Services).

It is recommended that a comprehensive education program be implemented to raise student awareness about city, county, state and local ordinances, and to prepare students for moving off campus. This recommendation could have four possible parts:

a. Programs geared at new students coming to Colorado State

We recommend exploring new ways to include information about citizenship, students rights and responsibilities in Fort Collins, and city codes and ordinances into the Preview orientation and Ram Welcome programs at Colorado State.

b. Programs geared at transfer students coming to Colorado State

We recommend continuing to include information about off-campus housing, rental issues and city codes and ordinances in Transfer Student Orientation programs.

c. Programs geared at Residence Hall students preparing to move off campus

We recommend creating a comprehensive education program for residence hall students preparing to move off campus. This program should address such issues as city codes and ordinances (alcohol, noise/parties, public nuisance ordinance, riots, etc.), leases

(negotiation, lease review, joint and several liability), health and safety issues (building inspections), and good neighboring strategies (Community Mediation Program, meeting neighbors, asking about neighborhood expectations, etc). Such a program should be targeted at all students planning to move off campus.

This recommendation could take several forms. One suggestion is that a video titled "Into the Neighborhoods" be developed which addresses the above issues. Such a video could be used in multiple settings including educational programs developed by Resident Assistants, played in the dining halls, aired on Cable 27 or CTV, and online through the Residence Life, Off-Campus Student Services, Student Legal Services, and Conflict Resolution and Student Conduct Services Web sites (Info Web Cast). In addition to the video, we recommend that public service announcements be developed to address these issues and be played on KCSU 90.5. Finally, we recommend that information related to moving off campus be presented at selected floor meetings, hall programs and complex-wide programs.

d. Programs geared at students currently living off campus

We recommend that the Community Welcome Program (distributes literature on parties, city codes and ordinances, alcohol, etc. to 9400 on- and off-campus residences each fall) be continued and that literature be revised to include more information on alcohol and drugs. We also recommend that community and campus dialogues related to rental issues continue between the University and city.

Mechanism for implementation:

- a. Ram Welcome and Orientation planning committee members must discuss and decide how to best educate new students on drug and alcohol policies, community expectations, civility, and city codes and ordinances. Once a strategy is chosen, appropriate materials can be prepared and available for students attending orientation in the summer of 2005 and attending class in the fall of 2005.
- b. Information related to community expectations, off-campus living, and local codes and ordinances are currently presented to transfer students at Colorado State. In other words, this recommendation is already implemented.

- c. First, a Residence Life representative and the Community Liaison Coordinator will work together to solidify the vision for this project, including finalizing the important topics to be included in the video, PSAs and programs in the halls, and discussing an implementation strategy. Next, they will need to work with Cable 27 or Colorado State students to produce the video. Cable 27 (City of Fort Collins) has agreed to shoot, edit and solicit acting talent for the video. Production of the video is estimated to cost \$4,000 including 20 hours of shooting time, editing costs and acting expenses (\$600-800). In addition, an annual cost of \$1,000 is expected. This cost will cover expenses related to video reproduction and editing costs for changes necessary to the video (updating code and ordinance information, etc.).

The video should be completed by March 2005. A strategy and timeline for implementing the video into Resident Assistant training, airing the video on CTV and Cable 27, at the housing fair, online (Info Web Cast) and within dining halls should be developed during the spring semester of 2005. Incentives will be provided for students who watch the video during spring semester of 2005.

Meanwhile, information about moving off campus will be provided to students via PSAs (played on KCSU), and via presentations made at floor meetings and programs in the residence halls.

Evaluation of the project will follow, including the comprehensiveness and effectiveness of the video and number of students reached. If the proposed program, which is based on incentives, is not deemed to be comprehensive, coordinators will investigate the feasibility of implementing a required education module for all students in the residence halls during the 2005-2006 school year and beyond.

- d. Feedback on how to modify Community Welcome materials should be sought during the spring and summer of 2005. Materials can be printed in the summer of 2005 and distributed during Community Welcome, August 2005.

Responsible person/group: The Community Liaison Coordinator for Colorado State and the City of Fort Collins will be primarily responsible for implementing this recommendation.

Representatives from Housing and Dining Services, Residence Life, ASCSU, Center for Drug and Alcohol Education, Conflict Resolution and Student Conduct Services and Orientation will also be critical partners in implementing the recommendation.

Timeline:

- a. ● Spring 2005
 - Strategize with Ram Welcome and Preview decision-makers to determine an implementation process.
 - Print materials, plan appropriate sessions, workshops and events.
- Summer 2005
 - Educate Preview attendees.
- August 2005
 - Educate Ram Welcome participants.
- b. ● Spring 2005/Summer 2005
 - Present information at Transfer Student Orientations.
- c. ● January-February 2005
 - Finalize topics to be covered in video.
 - Work with Channel 27 and actors to solidify vision for the video.
 - Secure funding for video and incentives for students who participate.
 - Work with Dining Services to solidify schedule for playing video during meals.
 - Presentations in Residence Halls (floor meetings, etc.).
- March 2005
 - Video playing in dining halls.
 - Video playing on Channel 27.
 - Video playing on CTV.
 - Video playing at housing fair.
 - Video put online (Info Web Cast) for students to watch (incentive for watching).
 - Create "curriculum" for RAs who would like to use video in programs.
 - PSAs released to KCSU 90.5.
 - Presentations in Residence Halls (floor meetings, etc.).
- April-June 2005
 - Evaluate effectiveness of video, make changes if necessary.
 - Evaluate comprehensiveness of impact (# of students reached) and investigate requiring the education for all students in the halls during the 2005-2006 school year.

- Presentations in Residence Halls (floor meetings, etc.).
- January 2006
 - Present at RA training (how to integrate video into resident programming).
- February 2006 and beyond
 - Ongoing use of video in halls, programming, TV, etc.
 - Possible requirement of all students in halls.
- d. ● Spring/Summer 2005
 - Edit Community Welcome brochures.
- Summer 2005
 - Print new Community Welcome brochures.
- August 2005
 - Distribute new Community Welcome brochures.

Assessment: How can we determine if the recommendation is successful and makes a difference in dealing with the issue or problem as stated in number three?

- a. Compile student feedback via Ram Welcome and Preview evaluations. These evaluations are completed by students after their participation and are used to determine the program's effectiveness and impact.
- b. Compile transfer student feedback via an evaluation following the session to measure the program's effectiveness and impact.
- c. The recommendation will be assessed using an online tool (America's Voice) which will be developed with the help of Dave McKelfresh, Director of Staff Training and Assessment at Colorado State. Assessment questions will focus on awareness of city codes and ordinances, community and neighborhood expectations, and of resources that can assist students in their transition off-campus.

In addition, coordinators will keep track of the numbers of students reached by the video and other educational methods. If the proposed program, which is based on incentives, is not deemed to be comprehensive, coordinators will investigate the feasibility of implementing a required education module for all students in the residence halls during the 2005-2006 school year and beyond.

- d. Determine the number off-campus and on-campus residences impacted by this program using maps developed by the Fort Collins Police Departments and occupancy numbers from Residence and Apartment Life.

Additional information to consider: Beginning to look at budget factors, cost of programs and money needed to support programmatic ideas.



SUBCOMMITTEE #3: LEGISLATION, DISTRIBUTION AND SALES, ADVERTISING

SUBCOMMITTEE MEMBERS

Co-Chair, Jeff Browne, Student Media Director
Co-Chair, Neil Gluckman, Larimer County Assistant County Manager
Dorothy Bland, *The Fort Collins Coloradoan* President/Publisher
Jerry Deffenbacher, Colorado State University Professor of Psychology
Mike Feeley, Baker & Hostetler, LLP CCHE Commissioner
Ben Goldstein, Associated Students of Colorado State University Vice President
Drew Haugen, Colorado State University Student
Megara Kastner, Neighborhood Resource Center Manager
C. W. Miller, Faculty Council President
Dave Nichols, High Country Beverages President
Robert Peters, Lory Student Center Director of Business
Nic Redavid, Associated Students of Colorado State University Student Representative

CHARGE TO SUBCOMMITTEE

This subcommittee will examine existing state and federal legislation surrounding alcohol provisions and consumption, specific ordinances, distribution laws and practices used within the greater Fort Collins community, as well as, advertising practices and standards used on campus and within the greater Fort Collins community that directly impact the consumption and abuse of alcohol among college age students and impact the culture around such use. The subcommittee will make appropriate recommendations regarding proposed changes that might reduce the incidents of alcohol abuse and the negative consequences of student alcohol abuse behavior.

SUMMARY OF COMMITTEE ACTIVITIES

The committee met as follows:

- Thursday, October 14 – Input from invited students and alcohol retailers.
- Monday, October 25 – Definition of high risk drinking, review of University of Nebraska directions and discussion of Colorado State statutes related to alcohol.

- Thursday, November 4 – Advertising practices and policies/ mass media campaigns.
- Thursday, November 18 – Review of charge and work plan, determination of information to be requested related to neighborhood issues.
- Monday, November 29 – Open forum related to neighborhood issues with speakers invited by the Neighborhood Resources Office (students, landlords and neighbors).
- Thursday, December 2 – Definition of subcommittee recommendations.
- Wednesday, December 8 – Further discussion of neighborhood issues and definition of related recommendations.
- Tuesday, January 11 – Review of feedback received related to recommendations and recommendations for submission as final draft.

The committee reviewed the Fort Collins Municipal Code, University advertising policies, Colorado Revised Statutes the University of Nebraska Directions study and all of the materials provided in the Task Force notebook.

Recommendation 3.1: Support RAMRide policy changes in order to append and enhance the service for Colorado State students and to secure it long-term including the following:

- Support ASCSU's effort to reduce the RAMRide driver age to 18 and older in order to increase the number of eligible volunteers.
- Funding is secured through the foreseeable future.
- The Campus Activities Center provides an advisor to be involved in program recruiting, student leadership and volunteer opportunities which are made available through RAMRide.
- Explore the use of volunteer ride-along as a method of completing community service hours for restorative justice program in alcohol related offenses.
- Investigate partnerships with community organizations – taxi companies, churches, etc. – that provide alternative transportation methods on Friday and Saturday nights in order to supplement RAMRide.
- Investigate funding to advertise these alternate forms of transportation.
- Division of Student Affairs development officer identifies additional funding for the RAMRide program.
- Create an ASCSU development officer to help find additional funding for the program.

Rationale: Subcommittee 3 has identified the issue of the lack of late night public transportation on Thursday, Friday and Saturday nights as being related to high risk drinking and other antisocial behaviors. RAMRide provides a safe non-judgmental ride home for students in a wide variety of situations, some of which involve alcohol. The program is a good example of students helping students and promotes community well-being while reducing risk. Students need as big a network of safe, late night transportation as possible, especially when potentially consuming too much alcohol. This network should include RAMRide, Transfort and other alternative transportation.

Mechanism for implementation: Efforts regarding RAMRide will be coordinated by ASCSU in conjunction with sponsors, appropriate state

and governmental officials and Colorado State University offices. ASCSU will also coordinate with the Student Leadership and Civic Engagement office and Restorative Justice for volunteer recruitment personnel.

Responsible person/groups: ASCSU, Director of Campus Activities, Division of Student Affairs Development Officer.

Timeline: FY05-06.

Assessment: Student participation rates and number of RAMRide cancellations. Potential decrease in DUI citations.

Recommendation 3.2: Evaluate night use of Transfort and encourage the City of Fort Collins to partner in creating a solution for providing safe transportation for students in the evening hours.

Rationale: Students who would like to go off campus in the evening have no way to get around without a car (i.e., movies at Timberline and Harmony) and evening bus service is limited. Use of Transfort could potentially decrease drinking and driving while giving students expanded entertainment options outside of the neighborhoods if they would provide routes in commonly traveled areas at appropriate times.

Mechanism for implementation: Review routes and attempt to improve operating efficiencies related to the student population and the general public.

Responsible person/groups: Transfort, City of Fort Collins, ASCSU and the University.

Timeline: Spring 2005 and full implementation based on negotiations and budget considerations.

Assessment: Review of ridership and annual review of program for potential changes.

Recommendation 3.3: Identify a mechanism to develop an alcohol and other drugs awareness course to be permitted for credit within the Health and Wellness curriculum.

Rationale: The consequences of irresponsible alcohol use apparently are not commonly known among all college students. Such information would include, but not be limited to, signs of alcohol toxicity, classification of alcohol impairment; physiological effects of alcohol ingestion – short-term and long-term; pathological implications of alcohol use; behavioral modifications caused by the effects of alcohol; consequences on families and friends; penalties for irresponsible behaviors.

Mechanism for implementation: The University Curriculum Committee would solicit proposals for a one-credit course dealing with appropriate topics geared toward alcohol awareness. The course would be targeted for the entering freshman or sophomore transfer students. Each College would be expected to equally participate in the course offerings. The topical outlines would be broadly defined by the University Curriculum Committee or other appropriate body. The course would be part of the “Health and Wellness” component of the AUCC. An online component should be considered.

Responsible person/groups: The Provost’s office, Student Affairs and University Curriculum Committee would be responsible for implementing this recommendation.

Timeline: Fall 2005 or spring 2006 at latest.

Assessment: Alcohol related records of infractions and student behavioral incidents among traditional-age college students compared to previous non-course years, surveys of students’ knowledge and attitudes with and without coursework.

Note: Support for four-year comprehensive for-credit module related to alcohol and transition issues with the use of student mentors.

Recommendation 3.4: Continue to review the *Collegian's* advertising policies related to alcohol, liquor stores, bars and restaurants that serve alcohol.

Rationale: The Board of Student Communications has amended its advertising policies in the past to ensure the *Collegian's* student editor remains in control of determining content for the paper, but also to ensure that advertising reflects professional practices and standards. While the board and the *Collegian's* editor have spent the fall semester reviewing both their policies and the application of those practices, there needs to be consistent and regular review of those policies to make sure they're being followed.

- Current policy states:
 - Ads must “avoid encouraging destructive behavior to oneself or others, or encourage participation in illegal behavior or acts.”
 - Ads “must not promote alcohol or drug abuse.”

Mechanism for implementation: The Board of Student Communications meets monthly to review matters of importance to all the student media, including the *Collegian*. They met twice in October to specifically discuss altering the current BSC policies toward advertising in the *Collegian*. The BSC, which consists of seven students and three faculty members, at that time decided that it would be unwise and illegal to usurp power from the *Collegian* editor in chief by creating a more specific policy against the advertising of alcohol and establishments that serve it. However, the board does have the power, and will not hesitate to use it, if it feels the editor in chief is not correctly applying the current policies. All future BSC meetings should include a review of the editor's application of the advertising policies.

Responsible person/groups: The editor in chief of the *Collegian*, working with the *Collegian's* newsroom adviser, the professional advertising manager and the director of Student Media, will be responsible for making sure the *Collegian* abides by BSC policies. The BSC already has the authority to remove the editor if the board feels its policies aren't being followed.

Timeline: The BSC already has met to review and discuss its advertising policies. It will continue to do so throughout the spring semester and through the next several years.

Assessment: Through its deliberations, the BSC, as well as the professional staff at Student Media, will review the editor in chief's performance every semester (or more frequently, as needed) to determine if the editor has followed BSC policies. That is standard procedure for the BSC.

Recommendation 3.5: Initiate a national dialogue related to personal responsibility, social responsibility, education and appropriate socialization of young people related to alcohol.

Rationale: Approximately 50 percent of college freshman drink beer, according to the American Freshman Survey sponsored by UCLA. Drinking is often seen as an enticing “forbidden fruit,” a “badge of rebellion against authority” and a symbol of adulthood.

The United States is one of only seven countries in the world that has a legal drinking age of 21. The other six countries are Belarus, Egypt, Honduras, Russia, Samoa and the Ukraine.

American culture is not focused on socializing young people related to alcohol. The issues of underage drinking and the drinking age are usually associated with drinking and driving and the issues need to be looked at separately. Statistics indicate that while drunken driving deaths have decreased, the deaths related to alcohol poisoning have increased since the drinking age was increased to 21. Cultural change is a long-term process (i.e. the change in attitudes toward smoking, seat belts, drinking and driving, etc.) and the committee believes that opening a dialogue may be the first step toward that process. The subcommittee hopes that the Task Force and Colorado State University take a leadership role in opening a national dialogue related to this issue.

Mechanism for implementation: The subcommittee recommends that Colorado State sponsor forums, panels, discussions, seminars, studies and research related to socialization and education of young people related to alcohol.

Responsible person/groups: Colorado State University leadership in consultation with city leadership.

Timeline: Ongoing, cultural change is a long term process. Research to begin as soon as possible with a forum including national level leaders within the next twelve months.

Assessment: The committee will consider itself successful if a dialogue is begun related to these issues.

Recommendation 3.6: Explore with the City of Fort Collins and fund a two-year pilot program titled Neighborhood Resource Coordinator Program, and evaluate its effectiveness after a one-year period.

Rationale: This pilot program is very important because neighborhoods surrounding the Colorado State campus are experiencing a high degree of alcohol-related behavioral problems. Consequently, the communication between students and non-student residents is conflicting. Many neighborhoods are experiencing quality of life degradation and potential decrease in property values.

Upon conducting a national search of town and gown relations, we have found three campus/communities that have established a similar program. Those include Michigan State University in East Lansing, University of Arizona in Tucson and University of North Carolina at Wilmington. Each of these campus/communities has anecdotal information to indicate an improvement of student and non-student relationships.

This program will be an adaptation of the above programs to fit the needs of Fort Collins neighborhoods.

Mechanism for implementation: Fund the hiring of one student in each of the two neighborhoods closest to the Colorado State campus. These two students would be responsible for fostering a spirit of mutual respect and cooperation between students and non-student residents in the neighborhoods. Student Neighborhood Resource Coordinators would work closely with a non-student resident volunteer to coordinate programs. Provide funding for training, programming and administrative costs.

Responsible Person: Community Liaison Coordinator, the program will be part of the Community Liaison Program sponsored by the City of Fort Collins Neighborhood Resources Office and Colorado State University Off-Campus Student Services Office.

Timeline:

- January to April 2005
 - Develop training program and work with neighborhoods to establish specific goals.
 - Seek program funds.
 - Develop assessment tools developed by Dr. Dave McKelfresh and Jen Johnson, Community Liaison Coordinators.
- May and June 2005
 - Hire two student Neighborhood Resource Coordinators.
 - Work with two neighborhood leaders who will volunteer their time to collaborate with student staff.
- August 2005
 - Student staff begins training and program development.
- September 2005 to May 31, 2006
 - Programs are implemented, student staff supervised, continued training and evaluation. Program evaluation and recommendation for second year of pilot program

Preliminary program costs include personnel, programming, training and administrative costs and are estimated at \$10,000.

Cost will be shared among the City of Fort Collins Neighborhood Resources Office and Colorado State University Off-Campus Student Services Office.

Assessment: Currently the Community Liaison Coordinator and the Director of Research for Colorado State Residence Life are creating assessment tools to measure the effectiveness of the program from a qualitative and quantitative perspective.

Recommendation 3.7: Establish a city/Colorado State collaborative effort to educate landlords about best practices to create leases and lease addendums that encourage responsible alcohol-related tenant behavior. The Community Liaison Program works closely with landlords creating a set of standards and lease addendums to encourage responsible alcohol-related tenant behavior. This includes creating templates for lease addendums that distinctly describe responsible alcohol-related behavior including but not limited to noise, number of people attending a party, trash and public urination. Create workshops for landlords to educate them about developing positive and responsible relationships with tenants. Develop a recognition program for responsible landlords and tenants.

Rationale: The number of incidents of negative alcohol-related behaviors in neighborhoods throughout Fort Collins appears to be increasing. This has had great negative affect on the quality of life in neighborhoods for non-student residents including and not limited to late night noise, accumulation of party-related trash, public urination, and parking and traffic issues.

Mechanism for implementation: The Community Liaison Coordinator, City of Fort Collins Neighborhood Resources Office and Colorado State Off-Campus Student Services Office will work closely with responsible landlords to establish a set of best practices guidelines for leases that address positive and responsible alcohol-related tenant behavior and also include descriptions of related consequences for tenants who disregard the lease stipulations. Once the guidelines are established, educational programs are established to educate landlords on the economic and ethical benefits to utilizing such leases and the corresponding addendums.

Responsible person/groups: Community Liaison Coordinator, landlords, City of Fort Collins Neighborhood Resources Office and Colorado State Off-Campus Student Services Office.

Timeline:

- 2005
 - Determine guidelines and create and launch programs in fall.
- 2006
 - Establish programs with the goal of 25 percent of landlords using leases that reflect the guidelines.

Assessment: Reaching a goal of 25 percent of landlords in their 2006 leases include the best practices guidelines. Honor the responsible landlords in the 2006 Community Civility Awards.

Recommendation 3.8: Encourage retailers to adopt a code of ethics for responsible retailing related to promotions, advertising and business practices through collaboration between Colorado State University, City of Fort Collins, Larimer County officials and local alcohol retailers.

Rationale: Feedback from alcohol retailers, neighborhood groups, health professional and others indicate there's a need for retailers to have a local code of ethics and be part of the solution. Alcohol retailers asked the subcommittee to review current law and enforcement practices with regard to minor in possession and driver's license revocation. In an effort to be proactive, the alcohol retail community sent out letters to 170 alcohol retailers inviting them to participate in meetings held on November 10 and 17.

A code of ethics was developed as a result and rolled out to the entire Colorado State Alcohol Task Force at its November 18 meeting. So far, 24 local retailers, including 17 bars and six liquor stores and one microbrewery have signed the code of ethics. For a copy of the code of ethics, see the November 18 Colorado State Alcohol Task Force minutes. Dave Nichols also distributed the "Better Safe than Sorry" poster that's being posted in retail establishments to educate customers about the danger signs of over consumption. The "Take Care" program, developed in cooperation with Colorado State's Athletics Department, also was shared at the November 18 Colorado State Alcohol Task Force meeting.

The 10-point code of ethics already developed by local alcohol retailers should be expanded to include under the "promotion or drink specials" a clause that they will not promote or provide all-you-can drink specials, including, but not limited to, hump-night specials, bladder busters, 3-for-1 specials, beat-the-clock shots, etc. All local retailers are encouraged to include effective, evidence-based taglines in ads. As part of the code of ethics, all businesses that sign the code of ethics agree to require alcohol servers to attend a responsible beverage service training program.

Mechanism for implementation: It is recommended that the alcohol retailers group be formalized and its representatives serve as the catalyst for increasing the number of local retailers who sign the code of ethics and develop a system to recognize those establishments who subscribe to the code of ethics. Assuming 24 of the 170 alcohol establishments already have signed the code, it would be quite impressive to have more than 100 businesses sign the code by August 2005, post it prominently in their establishments and agree to participate in a voluntary program in the school year starting August 2005.

Responsible person/groups:

- ASCSU
- Fort Collins Police Department
- 170+ local alcohol retailers
- Colorado State Police Department
- Colorado State Center for Alcohol and Drug Education
- Colorado State University Relations Office
- TEAM Fort Collins

Timeline: The retailers already have held at least two meetings and are encouraged to meet monthly going forward to increase the number of establishments actively using the code of ethics. Assuming 24 of the 170 alcohol establishments have signed the code, it would be quite impressive to have more than 100 businesses sign the code by August 2005, post the code prominently in their business establishments and agree to participate in a voluntary program in the school year starting August 2005. One objective would be to work with Colorado State students, neighborhood residents, Colorado State police and local law enforcement to ensure the code is being used appropriately. Would it be reasonable to get 80 percent or 136 retailers to agree to the code of ethics by 2006?

Assessment: To measure impact, we suggest the Colorado State University Relations Office and the University's Center for Alcohol and Drug Education work with retailers to issue a quarterly update on progress, including a recognition program to identify those establishments who subscribe to the Code of Ethics. These businesses should be applauded in a multi-media campaign that includes print, online and broadcast outlets.

Recommendation 3.9: Establish a coalition comprised of representatives from alcohol retailers, Team Fort Collins, the Colorado State Student Affairs office, the Colorado State Center for Drug and Alcohol Education, City of Fort Collins Neighborhood Resources Office, and Colorado State and local law enforcement agencies that meets at least quarterly to monitor progress on the code of ethics issues.

Rationale: Feedback from alcohol retailers, neighborhood groups, health professional and others indicate there's a need for more ongoing dialogue and discussion on code of ethics issues.

Mechanism for implementation: It is recommended that the city of Fort Collins Neighborhood Resources Office, led by Megara Kastner, serve as the catalyst for convening the group starting in February 2005 for at least the next year. The group's charge is to help develop relevant training programs that would have positive impact on the student population, neighborhoods and retailers.

Responsible person/groups:

- City of Fort Collins Neighborhood Resources Office
- Local law enforcement agencies
- 170+ local alcohol retailers
- Colorado State Police Department
- Colorado State Center for Alcohol and Drug Education
- Team Fort Collins
- Colorado State Students Affair Office, including students

Timeline: Monthly meetings would start in February 2005. Objective would be to work with Colorado State students, neighborhood residents and other relevant audiences to ensure the code is being used appropriately. Would it be reasonable to get 80 percent or 136 retailers to agree to the code of ethics by 2006?

Assessment: To measure impact, monthly progress reports would be submitted to each of the responsible groups, and at the end of first year, a recognition program would be developed to spotlight a student/neighborhood partnership and retailers that have made a positive difference at the close of each school year.

Recommendation 3.10: Support the creation of a detoxification service in Fort Collins.

Rationale: The committee realizes that there is already a large effort underway in the community to clearly define potential long-term financial sustainability of a detoxification center in Fort Collins and we support that effort.

Feedback from neighborhood groups, health professional and others indicate a preference for a detoxification service in Fort Collins. According to an article in the April 14, 2003 issue of the *Coloradoan*, demand for treatment at the center has grown nearly 43 percent to 2,573 in 2003. About 40 percent of referrals to the center come from Larimer County agencies. Colorado State has seen its referrals increase from “two a week to seven” in spring semester 2003. Colorado allocates very limited detoxification and substance abuse treatment funds using a regional model. Under this model Larimer County shares a detoxification facility with Weld County and other northeastern counties, and our regional detoxification facility is located in Greeley. Law enforcement agencies and others have repeatedly raised concerns regarding the time and resources required to transport intoxicated individuals to Greeley.*

Reports from Colorado State indicate that Colorado State students who receive detoxification services at Island Grove may be more apt to recognize the seriousness of their problem and therefore more likely to make behavior changes than those who are treated and released from the emergency department.

Mechanism for implementation: It is recommended that the Community Mental Health and Substance Abuse Partnership, coordinated by the Health District of Northern Larimer County, continues with their plans to develop a detailed business pro forma which will include a 3-year financial projection. Due to the high cost of 24/7 services like those necessary for detoxification, the concept they are examining combines acute (high level) mental health services and detoxification

services at one location using cost sharing strategies. It is likely that the cost of sustaining detoxification services in Fort Collins will exceed current resources and that a community wide, long-term financing plan will need to be developed.

Leadership for the Partnership is provided by a 20 member steering committee representing service providers, local governments, consumers, schools, law enforcement and others. For more details on the Partnership, contact Erin Hall with the Health District at (970) 224-5209.

Responsible person/groups:

- Community Mental Health and Substance Abuse Partnership
- Anne Hudgens, Executive Director for Campus Life, Colorado State University

Timeline: The Partnership plans to complete a business pro forma/feasibility analysis by mid 2005. If feasible, we suggest a goal of drafting a business plan in early 2006, with the goal of finding funding and resources in 2006 for the center to be operational in 2007.

Assessment: The partnership already has plans to evaluate the impact of the new

Detoxification/ATU using both qualitative and quantitative methods to measure formative, process and outcome targets. We believe their evaluation plan will meet our needs.

*(*Under a newly developed, temporary agreement, Colorado State University, The City of Fort Collins, Larimer County and Poudre Valley Hospital are providing funding to Island Grove to expand existing transportation services to 24/7 availability. Prior to this agreement Island Grove was able to provide transportation only for 1 shift, 5 days a week.)*

Recommendation 3.11: Recommend that the City of Fort Collins staff review, strengthen enforcement and/or expand penalties for violations of existing ordinances related to alcohol abuse, especially those related to minors in possession of alcohol, fake IDs, noise violations and penalties for those in the supply chain who provide alcohol illegally to those under the legal age of 21.

Rationale: Feedback from neighborhood groups and other public input indicate that there's a widespread perception that laws related to MIPs, noise violations and the supply of alcohol to minors aren't being adequately enforced. It appears that fake ID mills are alive and well in Fort Collins. The city of Fort Collins reportedly collected 95 pounds of fake IDs in 2003. Increased enforcement for MIPs and fake IDs can serve as a deterrent for underage drinking. It is also critical to the committee that ordinances remain current relative to the expanding neighborhood needs and changes in behavior.

Mechanism for implementation: It is recommended that city staff – including the city attorney, police chief, neighborhood officers and other appropriate parties work with appropriate peers at Colorado State University, the University's public information office and the Liquor Enforcement Division to communicate what existing consequences are via a multi-media campaign as well as any changes approved by City Council and Colorado State administration.

Responsible groups: Law enforcement agencies (Fort Collins police, Colorado State police, Larimer County Sheriff and Colorado State Patrol) in collaborations with retailers, TEAM Fort Collins, Liquor Enforcement Division, Fort Collins City Council, local courts, the Center for Alcohol Education and Colorado State Administration. Local media, including print, broadcast and internet, also will play a role in communicating the law and any major changes implemented.

Timeline: Review of existing ordinances to be completed by February 1, with any recommendations for strengthening of enforcement

and related costs to be presented to Fort Collins City Council by April 1 with goal of incorporating any ordinance changes by July 1, and any resource requests to be in the 2006 budget cycle.

Assessment: To measure impact, city police as well as Colorado State University police are encouraged to track MIP, noise violation and fake ID data monthly with an annual report to the community going forward. Data on business establishments that have licenses revoked for providing alcohol to minors also should be part of the public record and updated at least monthly.

Recommendation 3.12: Encourage members of the Colorado General Assembly to develop a statute that makes it possible for individuals to report alcohol-related medical problems to authorities and for this appropriate action to be considered in any possible legal consequences resulting from the behavior leading to the medical emergency.

Rationale: Alcohol poisoning is a very serious, potentially lethal medical condition. Potential alcohol poisoning victim welfare is of utmost importance. However, potential penalization or sanction against an alcohol-involved individual (e.g., minor in possession) may deter the individual from contacting emergency and medical personnel who could reduce the risk to that potential victim of alcohol poisoning. Removal of sanctions against the reporter of such incidents is designed to enhance the probability that others will initiate such calls and potentially prevent serious problems, even a fatality, from alcohol poisoning.

Mechanism for implementation: It is recommended that the appropriate committees within the legislature or the appropriate regulatory agency involved with establishing guidelines for 911-type calls draft appropriate legislation or guidelines exempting callers reporting suspected alcohol poisoning from further legal sanction related to their own alcohol consumption or involvement.

It is also recommended that Colorado State conduct focus groups and/or surveys of students to assess whether students would use such a procedure and identify conditions that would facilitate the greatest likelihood of using such a system appropriately. It is further recommended that relevant information be included in alcohol education activities.

Responsible person/group: Depending on whether legislation, regulatory guidelines, or both are needed, the legislature and/or appropriate regulatory agency would draft relevant legislation and/or guidelines.

Colorado State University alcohol education programs would be responsible for including relevant information (see #4 above).

Timeline: It is further proposed Colorado State conduct focus groups on the topic no later than fall semester, 2005.

Assessment: Once legislation or guidelines were enacted, it is suggested that the procedures be implemented for a prescribed period of time (e.g., three years). During that time, data would be collected from 911-type calls to assess the number of times this procedure was used and to identify potential procedures for improving the process and potential problems or abuses.

Locally, Colorado State would collect information from campus, city and county 911-type calls to assess whether and how many such calls are made. Colorado State will work with local agencies to improve procedures and to identify and remediate any problems.

Notes: Need to establish parameters and safeguards related to immunity.

Recommendation 3.13: Recommend the State Legislature review existing alcohol regulations and legislation related to minor in possession, fake IDs and providing alcohol to minors. We also recommend that the state support legislative resolutions that would encourage warning signs to be placed in liquor stores.

Rationale: Increased fines for multiple MIP citations, fake IDs and providing alcohol to minors can serve as a deterrent for underage drinking.

- Suggestion:
 - A. Minor in Possession
 - 1st offense – Class II misdemeanor plus required education
 - 2nd offense – Class II misdemeanor plus required education and counseling
 - 3rd offense – Class I misdemeanor and required education and counseling
 - B. Fake ID
 - Increase penalty for production and distribution of fake IDs
 - Emphasis on enforcement of ordinances and statutes for possession of a fake ID
 - C. Providing alcohol to minors – Increase the penalty from a Class II to a Class I misdemeanor
 - D. Warning signs – Encourage liquor stores to place warning signs (near or on shelves) regarding the potential lethality of hard liquor.

Mechanism for implementation: This recommendation would require review of state liquor law.

Responsible person/groups: The State Legislature, Department of Revenue and Liquor Enforcement Division would be responsible for implementing the recommendation

Timeline: The timeline for the recommendation would be dependent on the legislative process.

Assessment: The recommendation should be assessed by comparison of data gathered pre and post implementation of increased penalties

levied for MIP, providing alcohol and fake ID. The effectiveness of expanded warning labels would require long term statistical tracking of incident rates.

Recommendation 3.14: Support legislative efforts to ban Alcohol Without Liquid (AWOL) in the State of Colorado until such time that it can be shown to be a safe method of ingesting alcohol.

Rationale: Four related reasons support this recommendation.

(a.) AWOL appears to be a rapid means of ingesting alcohol, which potentially could lead to rapid intoxication. Further research needs to be undertaken to demonstrate that AWOL does not lead to rapid intoxication and related problems (e.g., driving under the influence, alcohol poisoning, etc.).

(b.) As a form of alcohol ingestion, AWOL appears to leave less of an alcohol smell on the consumer's breath. Yet, the smell of alcohol is an important cue that police officers use to identify potentially intoxicated individuals and conduct a breathalyzer test. This issue needs further investigation, especially as it pertains to potential identification of intoxicated drivers.

(c.) Establishments that serve alcohol typically train their staff in how to identify and not serve intoxicated patrons. Guidelines for such training as it applies to AWOL are not currently developed and in place. Such training practices need to be developed and validated before AWOL is introduced.

(d.) The State of Colorado does not appear to have the necessary licensing, control and enforcement regulations for AWOL as it does for other forms of selling and consuming alcohol. Should AWOL be found a safe means of ingesting alcohol, the State needs to pass legislation that places AWOL appropriately within the statutory and regulatory systems regarding the sale and consumption of alcohol.

Mechanism for implementation: It is recommended that the appropriate committees within the legislature draft legislation banning AWOL until such time that the issues identified above are adequately addressed. Subsequent legislation regarding AWOL would be introduced, based the findings stemming from addressing these issues.

Responsible person/groups: The appropriate committees in the legislature would initiate AWOL-related legislation.

Timeline: It is proposed that the ban of AWOL be immediate and that legislature identify appropriate timelines and procedures for addressing issues related to AWOL.

Assessment: An immediate moratorium on AWOL and the identification of the procedures for addressing related issues would, in itself, provide the means for addressing AWOL.

Recommendation 3.15: Recommend that the State Legislature consider making alcohol server training mandatory vs. existing responsible vendor act provisions.

Rationale: Studies have shown that server training programs are an effective means of preventing intoxication.

Mechanism for implementation: The state could enact a mandatory server training statute which requires that a certified training program be in place prior to the issuance of Alcohol Beverage License. Certified training programs could be offered to servers via on-site training, approved training sites and via the internet.

Responsible person/groups: Parties responsible for implementing this recommendation would be the Alcoholic Beverage Licensees, City Clerks Office, the Liquor Enforcement Division and the Colorado Department of Revenue.

Timeline: Statutory change in 2005 legislative session and implementation within one year.

Assessment: The recommendation should be assessed by review of prior implementation year's code violations, DUI statistics and public intoxication statistics.

Recommendation 3.16: Recommend that the State Legislature oppose proposed legislation to sell hard liquor on Sundays.

Rationale: The number of establishments with liquor licenses would increase greatly leading to difficulty with enforcement of liquor regulations and potential additional sales to those underage. Figures provided to a local retailer by DISCUS (the distilled spirits organization) indicated that the addition of Sunday sales of alcohol in 5 states led to an 8 percent increase in sales in each of those states, which would indicate a potential increase in alcohol consumption overall.

Mechanism for implementation: The recommendation will be communicated to the legislature via the Task Force report.

Responsible person/groups: Colorado State University.

Timeline: February 2005.

Assessment: Success will be determined if the measure is defeated.



SUBCOMMITTEE #4: ALCOHOL USE AT HUGHES STADIUM

SUBCOMMITTEE MEMBERS

Co-Chair, Dexter Yarbrough, Colorado State University Chief of Police
Co-Chair, Patrick Hutchinson, Interfraternity Council President
Tiffany Bailey, Residence Hall Director/SAHE Graduate Student
Katie Clausen, Associated Students of Colorado State University President
Chuck Davidshofer, University Counseling Center Director
Tim Davies, School of Education Professor
Mark Koepsell, Greek Life Director
Doug Max, Associate Athletic Director
James Weber, Center for Drug and Alcohol Education Assistant Director

CHARGE TO SUBCOMMITTEE

The subcommittee will review policies, protocols and practices associated with alcohol use and abuse at Hughes Stadium. This review will include all use within the stadium as well as within the parking areas and areas surrounding the stadium before and after scheduled events. It will explore practices and policies of other athletic venues regarding alcohol use. It will make appropriate recommendations regarding future distribution, sales and use of alcoholic beverages, as well as alternatives in policing and enforcement that will foster a positive, safe and enjoyable environment for participating in collegiate sporting activities.

SUMMARY OF COMMITTEE ACTIVITIES

The subcommittee held an open forum and launched a *Student Voice* survey to gain public input from all affected populations, received more than 160 comments via e-mail (See Appendix A-1), interviewed ten individuals to gain professional feedback regarding the evolution and enforcement of alcohol policies at Hughes Stadium, and conducted two informal surveys from other institutions regarding stadium alcohol sales and tailgating practices and policies. Summaries of these are cited below.

Open Forum:

- On October 21 the subcommittee held an open forum in the Lory Student Center. Approximately 24 students and community members attended this event. Comments from attendees were overwhelmingly for beer sales at Hughes Stadium and a handful of comments

were in favor of much stricter enforcement of underage drinking at the stadium.

Interviews:

- Dr. Dave McKelfresh, Director of Housing**
Early in its charge, the subcommittee determined that it wanted to survey students, faculty, staff, alumni and community members regarding alcohol at Hughes Stadium. Dr. McKelfresh was asked to speak to the subcommittee due to his involvement with *Student Voice*, an internet survey organization. Dave explained how the survey would work and the timing for obtaining results. The survey was launched in mid-November.
- Office of the General Counsel**
A staff representative from the Office of the General Counsel met with the subcommittee to discuss issues related to search and seizure, liability and reasonable suspicion. Due to attorney-client privilege, we have not included details of our discussion, but general discussion relates to issues found in recommendations 4.3, 4.4 and 4.5.
- Jerry Gavaldon, Concessions Manager – Hughes Stadium 1980-1990**
Because Mr. Gavaldon was part of a team that developed alcohol use and sales policies in 1975 currently being used at the stadium, he was asked to talk about the evolution of those policies. Jerry discussed the incident that precipitated the sale of beer at Hughes Stadium and how the procedure evolved to the current practice of wrist bands or stamps and the sale of beer in the concourses.

- **Eric McCray, Concessions General Manager – Sodexo**

Eric spoke to the subcommittee about current policies and procedures for beer sales at the stadium. As of this year, servers are required to attend TIPS training (Training Intervention Procedures), and Eric is a certified TIPS trainer. Colorado law does not identify policies for alcohol servers; however, Sodexo defined procedures for servers. ID checkers also are required to attend training. ID checks are done separately from serving of beer. The state requires either wrist bands or stamps; however, both are required at Hughes. Customers with damaged or altered wrist bands will be reissued an ID. If someone is observed passing a beer to a friend, a new ID check will be done, or the police will be asked to assist. Electronic card scanners also will be used in the future. Service will be denied or a drink will be taken away (depending on the situation) if there is any question about the customer's intoxication level. An officer is stationed at each beer sales booth. Runners circulate through the stands to identify intoxicated fans. The police are asked to intercede with identified intoxicated fans only if initial contact by the student-run group, Positive Impact, has not produced the desired changes of behaviors in question. The subcommittee also learned that there is very little difference in alcoholic content between 3.2 and 6.0 beer. The percentage of alcoholic content by volume is 3.96 for 3.2 beer and 4.15 for repeal beer (See Appendix A-2), or that it takes twenty 3.2 beers to equal 19 repeal beers in alcohol content and effects.

- **Captain Robert Chaffee, Colorado State University Police Department
Sheriff James Alderden, Larimer County Sheriff's Department**

Captain Chaffee is responsible for police management operations at Hughes Stadium games and has been involved with management for more than 20 years (See Appendix A-3). In addition to being the Larimer County Sheriff, Jim Alderden is a former Colorado State public safety officer who was assigned to duty at Hughes Stadium. Both were asked to speak to enforcement issues at Hughes. There seems to be a public perception that Colorado State is sending mixed messages related to alcohol that range from "don't care" to "no alcohol". In

previous years CSUPD would deal with fights and medical or intoxication issues by the third quarter. This year, due to out of control tailgating after the beer sales ban, people have been sent to detox before the game starts. While it is difficult to enforce underage drinking equitably, enforcement becomes even more difficult at night games; fans feel a sense of anonymity in the darkness. Some suggestions were to increase the number of Positive Impact volunteers, encourage fans to enter the stadium earlier and make safety improvements in the tailgate areas.

- **Dave Schillman, PVH Ambulance Service EMT**

Dr. Bill Reper, Emergency Physicians of Fort Collins, P.C.

Brian Hardouin, CSU – Positive Impact

Dave Schillman has served as EMT staff at Hughes Stadium games since 1993, and Dr. Reper has served as medical staff at Hughes. They have seen a dramatic increase in severely intoxicated fans needing medical treatment at games since fall 2003. This fall is the first time they have had to begin sending severely intoxicated fans to detox 1.5 hours before the game start. In previous years they cared for 5-6 individuals per game. This year they are caring for 20-30 per game, and they suspect there is an additional 10 who need but don't ask for assistance. This year they have had to double their staff.

Brian Hardouin spoke of the changing role of Positive Impact this year. Rather than enforcing tailgate policies, they have been spending most of their time caring for and identifying severely intoxicated fans. Positive Impact doubled its staff in 2004.

- **Mark Glazer, Contemporary Services**

Mark has worked for Contemporary Services for 17 years. Contemporary Services, a yellow jacket security firm, has been in existence for more than 30 years and handles security for almost every major vendor in the United States. Their staff works at approximately 16 NFL and 32 college team events. Yellow jackets are asked to perform ID checks at some other venues. All staff are required to go through an ID check training. They are also trained to identify intoxicated individuals. Contemporary Services staff has also been asked to check fans for contraband and weapons. They do either a quick bag check, limited pat down, or a full pat down

at other venues. Mark said that he had seen a significant difference with the implementation of a limited pat down at those venues that require only a bag check. In his experience a limited pat down takes approximately four seconds per entering fan (in addition to a bag check which takes approximately four seconds) – not a significant length of time to dramatically slow fan flow and effectively increase fan safety. However, a small percentage of colleges employ a limited pat down (~10 percent). Mark felt that a beer garden area would be a more effective way to control underage tailgate drinkers than requiring wristbands. Wristband enforcement would be difficult to enforce but would send a message of the institution's commitment to crack down on violators. From Mark's years of experience with college venues, he does not feel that things are more out of control at Colorado State.

Surveys:

- **Student Voice E-Survey**

Electronic invitations to participate in the survey were sent to undergraduate and graduate students, alumni, faculty and staff. Of those invited to participate, more than 7,500 responses have been received. In addition, the Web site address was published in the *Coloradoan* and community members were invited to participate in the survey. There has been significant response from non-students (alumni, donors, faculty, staff, etc.) compared to students (~2:1). The responses have been overwhelmingly in favor of beer sales at the stadium (See Appendix A-4).

- **Division 1A Survey**

There has been a consistent perception that Colorado State is one of only three or four schools in the entire country that allow beer to be sold in the stadium, which is incorrect. The Athletics Department sent a questionnaire to 100 Division 1A schools requesting information about alcohol sales in their stadiums. Seventy schools responded. Of the 70 respondents, 20 percent, or fourteen sell alcohol in their stadiums. In addition, we are aware of five schools (University of Akron, University of Iowa, University of Idaho, Boise State University and University of Memphis) that are in the process of reinstating stadium alcohol sales. This number seems to be growing (See Appendix A-5). The

subcommittee also has determined that half of the Big Ten schools sell alcohol in their stadiums.

- **Tailgate Practice Surveys**

The Athletics Department also asked a number of schools for information about their tailgate practices and policies but received very few responses. However, other data and reports indicate that a large majority of schools do allow alcohol at their tailgating events.

We took a number of issues into account when identifying the following 12 recommendations.

All the recommendations of Subcommittee 4 and the Task Force are intended to create a cultural change in alcohol use and alcohol-related behaviors on campus and surrounding communities. As with any large-scale cultural shift involving the public health model, change is not dramatic but incremental and cumulative. Historically change has proven to be enduring as demonstrated by the changes that have occurred around tobacco use or drunk driving violations. We feel that education is a necessary component in addressing issues at Hughes Stadium. Our initial, over-arching recommendation addresses the issue of education, changing social norms and publication of new policies.

Testimony seems to clearly indicate that current alcohol sales policies within the stadium are appropriate, well enforced and that there is minimal alcohol abuse within the stadium. It is important to note that the Athletics Department reviews Hughes Stadium alcohol policies annually.

In addition, evidence illustrates that with the implementation of the beer sales ban at Hughes Stadium in 2004, incidents did not decline as expected. The CSUPD 2003 and 2004 Football Season Summary Reports indicate that while the total number of ejections and summons for each season were very similar (163 in 2003 and 160 in 2004), approximately 6,000 fewer fans (per game) attended in 2004. (See Appendix A-6 and A-7) With that in mind, the percentage of violators to attendees in 2004 amounted to 6.6 percent. This is still a very small percentage of the number of attendees for 2004; however, it is still an increase of 1.2 percent from 2003. In addition, this 6.6 percent does not include approximately 70 fans (per game) that were denied entry into the stadium. It is difficult to determine how much the medical incidents have increased from last year, due to the implementation

of HIPPA in 2003. Because the problem seems to be brought into the stadium from outside (e.g., contraband and intoxicated tailgate participants), we have identified six tailgate recommendations and one related to contraband. We have also identified one “wish list” recommendation. We are aware that budget constraints do not currently allow for physical improvements to the stadium or the surrounding areas.

We believe that the following recommendations would help to ensure a safe, enjoyable and positive fan experience for all at Hughes Stadium.

Recommendation 4.1: CSUPD will work with the Athletics Department to implement most effective and efficient way to screen for contraband entering the stadium and for visibly intoxicated fans.

Rationale: From the interviews completed by this subcommittee, it is clear that the issue is not with the beer sales within the stadium, but with what comes into the stadium (e.g., hard liquor and contraband entering the stadium and fans entering the stadium already intoxicated from tailgating).

Mechanism for implementation: Implementation would be dependent upon the determination of screening methods.

Responsible person/group: CSUPD and Athletics would be responsible for the implementation of this recommendation.

Timeline: This recommendation should be implemented during the fall 2005 football season and continue through the 2007 football season.

Assessment: If, after evaluation and assessment of the CSUPD Football Season Summary Reports, a decrease in incidents is not seen, we recommend that the policy is reviewed.

Additional information to consider: The cost of implementing this recommendation is dependent upon the number of additional staff to ensure enforcement. However, we do know that if four additional yellow jackets were hired for each gate (2, 3 and 4 on the east side of the stadium), the additional cost would be approximately \$1,000 per game (~\$5,000 for 2005 season).

Recommendation 4.2: Implement a limited pat down of fans at the entrances to Hughes Stadium. Many venues have implemented limited pat downs, successfully decreasing the number of items entering the stadiums that might be used as projectiles causing potential injury to fans.

Rationale: The interview with Mark Glazer indicates that the implementation of limited pat downs at other venues (professional and collegiate) has proven to deter items that could be used as projectiles (glass bottles, cans, etc.) from entering their stadium. (See Appendix A-8)

Mechanism for implementation: We recommend that an assessment of the number of additional security staff is completed.

Responsible person/group: CSUPD and Athletics would be responsible for implementation of this recommendation.

Timeline: This recommendation should be implemented during the fall 2005 football season and continue through the 2007 football season.

Assessment: If, after evaluation and assessment of the CSUPD Football Season Summary Reports, a decrease in contraband waste is not seen, we recommend that the policy is reviewed.

Additional information to consider: The cost of implementing this recommendation is estimated to increase current security costs by 10 percent. General counsel is reviewing the legality of performing this type of search. (See Appendix A-8)

Recommendation 4.3: Eliminate all drinking games and related paraphernalia (including but not limited to quarters, beer bong and beer pong set ups).

Rationale: Testimony and evidence clearly indicate that the real issue is underage and binge drinking at tailgate events. This recommendation (and its strict enforcement) would discourage irresponsible or binge drinking, foster a positive safe environment and improve fan experience.

Mechanism for implementation: Develop a policy that prohibits quarters and any other elaborate drinking games and paraphernalia (such as beer bong and pong set ups) that encourage irresponsible drinking from the Hughes Stadium parking lot.

Responsible person/group: The Division of Student Affairs, Athletics Department, CSU Police Department, student groups, and faculty and staff (as appropriate) would be involved.

Timeline: Policies to be developed and written by the end of spring 2005 semester; publication of new policy during summer 2005 semester and implementation for the fall 2005 football season. This would establish a baseline for comparison to future incident reports.

Assessment: If, after evaluation and assessment of the CSUPD 2005 Football Season Summary Reports, a decrease in incidents is not seen, we recommend that the policy is reviewed.

Recommendation 4.4: Provide stricter enforcement of underage drinking by requiring wristbands for of-age fans in tailgate areas.

Rationale: Underage drinking policies could be more effectively enforced if fans were required to obtain an of-age wrist band in order to drink in the tailgate areas.

Mechanism for implementation: Currently it is difficult to control underage drinking in tailgate areas due to legal issues such as profiling and reasonable suspicion. However, these legal issues would not exist if tailgate participants were required to obtain a wrist band (from tents or booths) in order to drink. This would allow Positive Impact and law enforcement representatives to approach those fans seen drinking without a wrist band. If fans not wearing a wristband are seen drinking, ID would be asked for, and appropriate law enforcement measure would be taken against violators (e.g. citation, arrest, removal from premises). We anticipate an additional 15 to 20 yellow jackets (per home game) would need to be hired to staff this recommendation.

Responsible person/group: CSUPD, Athletics and Positive Impact would be responsible for implementation of this recommendation.

Timeline: This should be ready for implementation by the fall 2005 football season and continue through the 2007 football seasons.

Assessment: If, after evaluation and assessment of the CSUPD Football Season Summary Reports, a decrease in incidents is not seen, we recommend that the policy be reviewed.

Additional information to consider: We estimate that implementation of this recommendation could cost an additional \$1,000 per home game.

Recommendation 4.5: Prohibit spirituous (hard) liquors in tailgate areas at Hughes Stadium. (See Subcommittee 4 Appendix A-9 for definition.)

Rationale: From interviews conducted by this subcommittee, it seems clear that binge drinking and underage drinking issues in tailgate areas this year were related more to students consuming hard liquor than beer.

Mechanism for implementation: Spirituous liquors would be strictly prohibited from Colorado State property. Any spirituous liquor identified will be confiscated and destroyed.

Responsible person/group: CSUPD, Athletics and Positive Impact would be responsible for implementation of this recommendation.

Timeline: This recommendation should be implemented by the fall 2005 football season and continue through the 2007 football season.

Assessment: If, after evaluation and assessment of the CSUPD Football Season Summary Reports, a decrease in incidents is not seen, we recommend that the policy be reviewed.

Recommendation 4.6: Increase the number of Positive Impact volunteers to assist with regulation of aforementioned recommendations.

Rationale: To insure safety and a positive fan experience, underage drinking, drinking games and spirituous liquor in the tailgate areas will need to be closely monitored. Because changing social norms is part of the long-term goal, we feel it is imperative to have student involvement in changing the drinking culture on campus.

Mechanism for implementation: We suggest creating a mentoring relationship between Positive Impact and Athletics and increasing Positive Impact volunteer training.

Responsible person/group: ASCSU, Athletics and a CSU Alcohol Task Force standing committee would be responsible for implementation of this recommendation.

Timeline: This recommendation should be ready for implementation by the fall 2005 football season.

Assessment: Review of the Positive Impact Director's annual report.

Recommendation 4.7: Impose stricter consequences for violations of aforementioned policy recommendations, and minimize repeat offenders by imposing appropriate consequences.

Rationale: We recommend that violation of any of the aforementioned policies (including those already in place) would result in severe consequences by Student Affairs that could include loss of game privileges, depending on the severity of the infraction.

Mechanism for implementation: Those responsible for enforcement would ask to see offenders' tickets. Because tickets are numbered, offenders would be easily identified. A notation would be put into the ticket computer base disallowing offenders to obtain a ticket for the remainder of the season. If offenders were identified as future game attendees, further restrictions would be enforced. (To be determined by Conflict Resolution and Student Conduct Services.)

Responsible person/group: CSUPD, Athletics in cooperation with the office of Conflict Resolution and Student Conduct Services, or possibly a student J-board would be responsible for implementation.

Timeline: This recommendation would be implemented for the fall 2005 football season and continue through the 2007 football season.

Assessment: If, after evaluation and assessment of the CSUPD Football Season Summary Reports, a decrease in incidents is not seen, we recommend that the policy be reviewed.

Recommendation 4.8: Investigate alternative programming in tailgate areas prior to the game and special incentives to encourage fans to enter the stadium earlier.

Rationale: Students have voiced an interest in alternative programming.

Implementation: The Athletics Department would support alternative programs and special incentives to encourage fans to leave the tailgate areas and enter the stadium earlier (e.g., food items to the first 500 fans to enter the stadium).

Responsible person/group: Athletics and ASCSU would be responsible for the implementation of this recommendation.

Timeline: Alternate programs and incentives should be ready for implementation by the fall 2005 football season.

Assessment: The amount of fan participation will determine the success or failure of this recommendation.

Recommendation 4.9: Consider one of the following two options recommended by the Alcohol Task Force as the strategy for addressing alcohol-related issues and problems at Hughes Stadium.

- A. In conjunction with the full implementation of recommendations 4.1 through 4.8, lift the suspension of beer sales at Hughes Stadium. Stop sales at the end of halftime. Reinstate beer sales policies and practices already in place.**
- B. Eliminate the sale and consumption of all alcohol at Hughes Stadium and its surrounding property, including parking areas.**

- 1. If the suspension of beer sales is lifted, it is recommended that 4.9A is fully implemented.**

Rationale: There is no doubt in the subcommittee's deliberations that binge drinking and underage drinking are serious problems with which Colorado State and the Fort Collins community must come to terms. It has also been made clear through conversations within the larger task force that the current culture related to alcohol abuse, at the football stadium and particularly in the tailgate areas, is unacceptable. We support the President's decision to ban the sale of beer at Hughes Stadium to allow the campus and community time to study and reflect on the effect beer sales at Hughes Stadium has had on our culture. We believe that this recommendation is based on evidence collected, meets the charge of the committee, is sustainable into the future, and is realistic. We have also taken into account the larger issue which is creating a significant change in the culture at the stadium. Please consider the following:

- This subcommittee has found no evidence that beer sales at Hughes Stadium have increased binge drinking nor contributed to an increase in underage drinking. In fact expert testimony to the contrary indicates that beer sales protocol within the stadium have curtailed these problems, both in the past when first instituted and up to the time of the beer ban.
- This subcommittee has examined a reported increase in alcohol-related incidents including public intoxication, underage drinking, property damage, and smuggling alcohol into the stadium since the ban on beer sales went into effect in fall 2004.
- The examination of past incident logs, beer sales procedures and protocol and testimony of expert witnesses from various law enforcement agencies, Hughes contract vendors and student support groups all give indications that processes currently in place to sell beer at Hughes Stadium are efficient and effective in protecting patrons. These procedures also have been demonstrated to be realistic and effective in serving adult consumers, precluding underage consumers and a preventive against binge drinking in the stadium.
- Past practice has also shown itself to be sustainable. Testimony supports that concession management has continued to mentor and modify its policies to deter underage and irresponsible beer consumption since the implementation of beer sales at Hughes Stadium 30 years ago.

Mechanism for implementation:

- We recommend that President Penley appoint a steering committee to create a specific 3-5 year plan that outlines priority initiatives to reach our vision of cultural change. The committee needs to be composed of a broad based constituency, including professional expertise related to alcohol research, social change and implementation of evidence based best practices. We recognize that designing and implementing long term change will require an intensive collaboration within many parts of the university and the broader community. The Athletic Department and Police Departments cannot do it alone but must be key players. We anticipate needing a broad look at:

- Leadership, roles and responsibilities both internal to the university and in our external constituencies and community
- Student leadership and responsibility
- Community collaboration
- Effective programmatic initiatives
- Effective enforcement strategies
- Advertising and marketing
- Environmental changes
- Effective research and assessment
- Budget requirements
- The steering committee would engage the university, students and community in dialogue to create a vision of our ideal football culture. This includes creation of positive traditions, anticipation of games, game days, tailgating, stadium atmosphere, programming, fan support and behavior, and cultivation of new fans (who may have stayed away related to problem behaviors). A part of this vision, in the long term, is to determine what appropriate role, if any, alcohol plays at the stadium.
- We also recommend that Colorado State accept the role of national leadership in creating a comprehensive approach to cultural changes at our football stadium. While we believe that there may not be definitive research or other examples of comprehensive approaches to cultural change at university football games, we believe that we currently have the desire, initiative, momentum and broad based support to pioneer what will become a model for others.

Responsible person/group: The Athletics Department, Sodexo, CSUPD, would be responsible for implementing the specific game management policies. The steering committee and implementation of the 3-5 year plan will be a broad based collaborative effort.

Timeline: The Subcommittee suggests that recommendations 4.1 through 4.9 be implemented fall 2005 at the first home football game. The steering committee should be appointed as soon as possible.

Assessment: A comprehensive strategy be developed by the steering committee to assess effectiveness of all strategies. Based on ongoing assessment of effectiveness the steering committee will recommend changes, additions or deletions of any of these strategies.

2. If beer sales are not allowed in Hughes Stadium, then it is recommended that all alcohol consumption is eliminated, both inside Hughes Stadium (including skyboxes) and in all parking areas surrounding Hughes Stadium.

Rationale: Beer sales in Hughes Stadium are not the cause of alcohol abuse and inappropriate behavior within the stadium. If the University is going to make an impact on the negative behavior, it must deal with the use and abuse of alcohol in the parking areas and at tailgating activities. Removing the sale of alcohol within the stadium may have a direct correlation to the increase of alcohol use and abuse at tailgate functions. Security, both Colorado State University and the City of Fort Collins, reported that while they prefer 4.9A, they also believe that 4.9B is their preference if beer sales are not restored in the stadium. Many also believe that if the sale of beer is a symbol of the University's commitment to changing the alcohol culture at Colorado State University, then it must extend the prohibition of alcohol to the stadium and surrounding parking areas. If not, then there will be no cultural changes.

Responsible person/group: Colorado State University Athletic and Police Departments would be responsible for implementing the specific game management and tailgate policies.

Timeline: Implemented fall 2005.

Assessment: Alcohol abuse and alcohol-related behavior is reduced/eliminated.

Recommendation 4.10: Investigate increasing safety and enhancing fan experience by improving the lighting and signage in the parking lot at Hughes Stadium.

Rationale: With an increased number of night games, increased lighting would improve accessibility, mobility; enhance policy enforcement and personal safety. At this time, survey results indicate that fans would prefer an environment with increased lighting.

Mechanism for implementation: A professional analysis of lighting needs in the Hughes Stadium parking lot, and an estimate of the cost would need to be obtained. Alternative funding for this project would need to be sought.

Responsible person/group: University administration would be responsible for implementation of this recommendation.

Timeline: The time line is dependent upon assessment of needs, cost and available funding.

Assessment: Through interviews with professionals and official survey results, we have determined that this improvement is valid and would be well-received by fans.

Recommendation 4.11: Improve stadium entryways by replacing stairs with walkup ramps when future improvements are planned for Hughes Stadium and surrounding areas.

Rationale: Replacing the entryway stairs with ramps would facilitate fan flow into the stadium. Because replacing the stairs with walkup ramps would be very expensive, this recommendation is intended for future consideration.

Mechanism for implementation: With available funding, University administration would be responsible for implementation of this recommendation.

Timeline: The time line is dependent upon assessment of needs, cost and available funding.



Subcommittee 1 Appendix 1

SURVEY OF WEBSITES OF COLORADO STATE UNIVERSITY PEER INSTITUTIONS

A somewhat cursory review of Colorado State peer institutions was performed to assess web presence of each institution's alcohol policy and alcohol-related information. The survey was conducted by searching each institution's site using the key terms "alcohol policy." A summary of findings for the 11 CCHE-defined peer institutions is presented below along with findings for the same search performed on the Colorado State University website.

Conclusions based on this review:

- Best web site of those surveyed: Iowa State University. Iowa State's web site is interactive, student-oriented. It has an online alcohol awareness test, provides information on University policies, resources, Greek guidelines and disciplinary actions. It also discusses physiological effects of binge drinking, alcohol poisoning, etc. The site stressed the health, social and emotional issues of alcohol use and abuse.
- Second best website: Purdue University. Purdue's web site addresses issues of alcohol abuse and its consequences. Resources for getting help and alternatives to drinking are discussed. The web site is directed toward students, parents, faculty and staff.
- Michigan State: Only web site that discussed "social norming;" it also incorporates an online question and answer service.
- Many institutions have alcohol awareness programs – usually through Greek Life, Housing or Student Affairs.
- None of the surveyed institutions had links to alcohol policy from the University home page.
- Assessment of Colorado State web presence: Poor. Other than references to the Alcohol Task Force, E-comment articles and a paragraph description of the University's policy, it was difficult to find information. The Greek life page only provides a link to the Samantha Spady Foundation, but doesn't include information about alcohol use or abuse.

Subcommittee 1 Appendix 2
SURVEY OF CCHE-DEFINED
COLORADO STATE PEER INSTITUTIONS
Conducted via website search on key term “alcohol policy”

Institution	Website	Summary; Interesting ideas
Iowa State University	Substance Abuse and Violence Prevention (SAVP) website. http://www.savp.iastate.edu/policies/isu.asp Student-oriented site – EXCELLENT	Online alcohol screening assessment test; Incentive grants for non-alcohol programs and events; Web site clearly defines ISU, state and federal laws; links to alcohol-related resources such as AA and Educational Outreach
Michigan State University	http://www.healthed.msu.edu/hial.htm http://www.healthed.msu.edu/snc/ Student-oriented site –GOOD	Interactive web site: “Body Line” – online question and answer service. Info on social norming; facts on alcohol, student data, campaign ads
North Carolina State University	http://www.ncsu.edu/policies/campus_environ/health_safety_welfare/POL04.20.2.php http://www.ncsu.edu/health_promotion/AlcoholDrugs/index.html Information-oriented site -- FAIR	Alcohol Policy online; Health Promotion web site with information; RA Walkabout program
Ohio State University	http://partysmart.osu.edu/policy.asp http://studentaffairs.osu.edu/safety_crim_alcohol.asp Student-oriented site –GOOD	Party Smart site describes policy, laws, safety issues, alternate entertainment; Online Party Smart Aptitude Test; definitions; food ideas
Oklahoma State University	home.okstate.edu/homepages.nsf/toc/10_3_1.html Policy only—POOR	University policy
Oregon State University	http://oregonstate.edu/groups/deltagamma/alcoholpolicy.htm http://oregonstate.edu/admin/stucon/alcohol.htm Policy only – POOR	Policy only; Greek life and Dean of Students page of student conduct
Purdue University	http://www.purdue.edu/oop/alcohol/ Student and parent oriented – VERY GOOD	Alcohol awareness site; education; alternatives; getting help; campus and community; students and parents

Texas A & M University	http://rules.tamu.edu/urules/300/340201m1.htm http://reslife.tamu.edu/publications/parentguide/faq/faq8.asp Policy only; some info through housing -- FAIR	Written policy; no links guide for parents; Alcohol permitted in residence halls.
University of California, Davis	No web site devoted to alcohol use or misuse could readily be found. VERY POOR	Statements on housing page, transit page, events planning pages.
University of Illinois, Urbana	http://www.uiuc.edu/safety/report/alcohol/policies.htm http://www.mckinley.uiuc.edu/Wellness/AODO/aodocaap.htm Website non interactive, some links -- FAIR	Written policy; community resources; health issues Challenging Alcohol Attitudes Positively (CAAP) – Life skills program
Washington State University	http://www.wsu.edu/police/alcohol-drug-policy.html http://www.wsu.edu/hdrl/Greek/GreekLife/Social_Policy.htm http://www.hws.wsu.edu/wellness/ceak/index.htm Information only, non-interactive -- GOOD	Written policy; Greek life policy; Cougars Encouraging Alcohol Knowledge (CEAK); links; outreach programs; statistics;
Colorado State University	http://visit.colostate.edu/index.asp?url=camhou03 http://www.csugreeks.com/ Difficult to find information online – POOR	half-page drug and alcohol policy; Greek system has link to Samantha Spady Foundation, but no information on alcohol use or abuse other than pdf file of policy. Some links to Alcohol Task Force and E-Comment

Subcommittee 3 Appendix 1

November 17, 2004

As responsible retailers in the Fort Collins community, we agree to establish and abide by a Code of Ethics for serving and selling alcoholic beverages.

1. We diligently check IDs to ensure that we do not sell alcoholic beverages to any person under the legal drinking age (21). Our employees are trained in how to validate the authenticity of IDs.
2. We encourage designated drivers as well as public transportation and community ride programs for our customers who may be at risk of exceeding the legal limits for alcohol intake.
3. Our employees are trained in how to identify individuals who are inebriated, and we will not sell or serve alcohol to those individuals.
4. Our employees are trained to contact the authorities if they suspect individuals may exhibit signs of alcohol poisoning.
5. We follow the rules and regulations of the Colorado Department of Revenue Liquor Enforcement Division.
6. We support state and local law enforcement personnel and practices.
7. We will conduct our business in a respectable manner and will not tolerate activities offensive to the senses of the average citizen, or to the residents of the surrounding neighborhood.
8. We will use promotions or drinks specials in our establishments that promote responsible consumption of alcohol.
9. We promote alcohol awareness and education within our establishments.
10. We are community members, neighbors, tax-payers, parents, contributors to local charities and proud to conduct business in Fort Collins.

Name of Retail
Establishment _____

Signature _____

Subcommittee 3 Appendix 2

Current List of Retailers that have signed Retailers Code of Ethics for Serving and Selling Alcoholic Beverages 1/19/05

On Premise Bar & Restaurant

1. Club Static
2. First Fish LLC/ Sullivan's Sports
3. The Avenue
4. Jackson's
5. Washington's Bar & Grill
6. Tony's Restaurant & Bar
7. Elliot's Martini Bar
8. Old Chicago- Old Town
9. Avogadro's Number
10. Mystiq Lounge & Suite 152
11. The East Coast
12. Old Chicago- Harmony
13. Trail Head Tavern & Steakout Saloon
14. C.B. Potts
15. Woody's
16. Lucky Joe's
17. Zydeco's

Off Premise- Liquor Stores

1. Supermarket Liquors
2. Bullfrog Wine & Spirits
3. Rich's Aggie Discount Liquor
4. Campus West Liquor Depot
5. Pringle's Fine Wine & Spirits
6. Market Centre Liquors

MicroBrewers

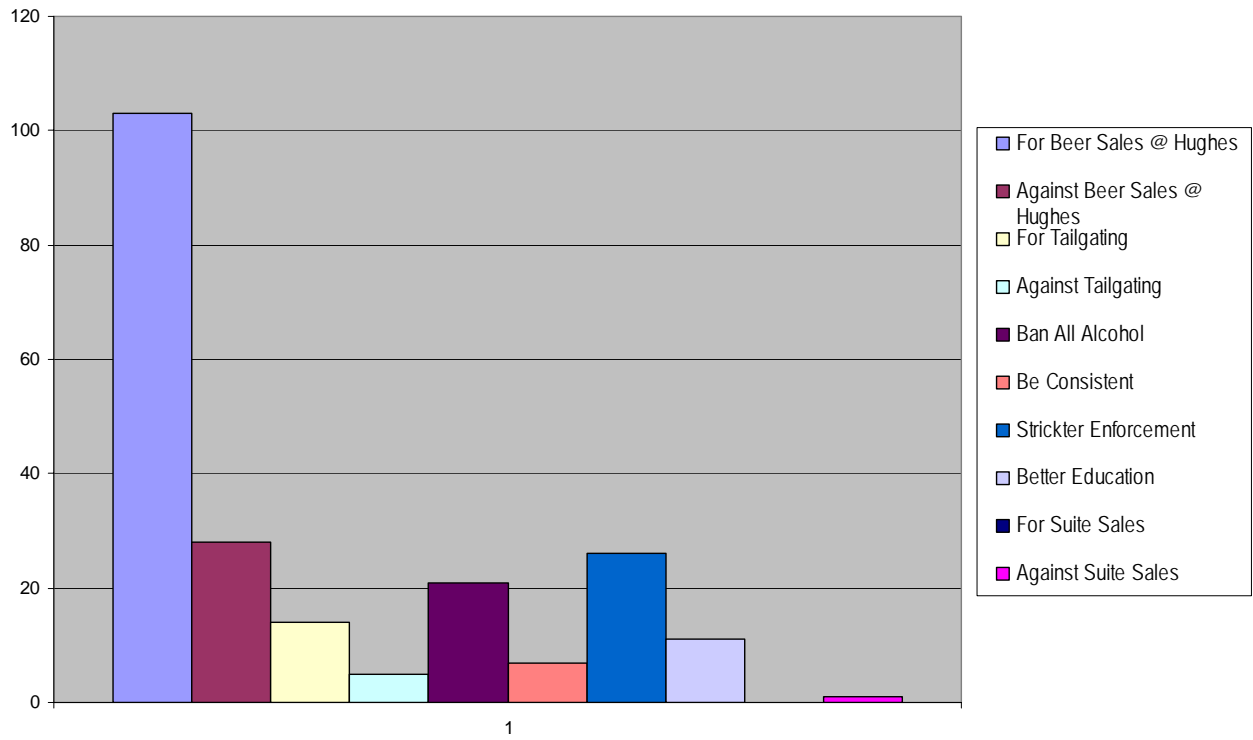
1. Odell Brewing Company

SUBCOMMITTEE #4: Alcohol Use at Hughes Stadium
REPORT
APPENDICES

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A-1

Comment Summary



A-2

COMPARISON: ALCOHOL CONTENT OF 3.2 BEER AND REPEAL BEER

Product	Alcohol Content By Weight (%)	Alcohol Content By Volume (%)	Pure Alcohol Per 12 oz Serving (Fl. Oz.)
3.2 Beer	3.13	3.96	0.475
Repeal Beer	3.28	4.15	0.498

3.2 beer contains more than 95 percent of the alcohol of repeal beer.

This is a small difference: 19 cans of repeal beer contain about the same amount of alcohol as 20 cans of 3.2 beer.

This difference may have little or no physiological significance. The average adult metabolizes about 0.5 oz. of alcohol per hour, so a repeal beer takes the average adult less than three minutes longer to metabolize than a 3.2 beer. $[=6 \cdot (0.498 - 0.475) / 0.5]$

A-3

Hughes Stadium Liquor Feedback (Captain Bob Chaffee)

My perspectives on the issues involved relate to inside Hughes and out in the lot.

INSIDE

While we are one of a few State owned venues nationwide that sells alcohol in our stadium, the licensed beer service inside isn't the problem.

Bringing in illegal liquor IS A PROBLEM and needs to be addressed (wine bottle case from several years ago), increasing problems this year with the ban – people know they can't get liquor inside, so they 'BYO'.

OUTSIDE

CONTROLLED tailgating, as done in years past with beer tender training, educational posters, etc. had not been a major problem – occasional out of control folks, but nothing like the last two years.

Out of control, non-monitored tailgating, which encourages intoxication and underage drinking, IS a major problem and needs to be addressed in a powerful way to send the right message for current and future fans. At a recent Task Force meeting, I heard the comment, 'football at CSU is a large party where a game breaks out'. WRONG message – we want our students and fans to have fun, but with safety as a high priority! I believe this results from the divergence between the 'marketing perspective' and my perspective on safety management. We need to prove Sports Illustrated wrong – we're not 'a drinking community with a college problem'. We're a campus dedicated to having quality events with safety and security covered for our fans, our campus and our image.

For context, a 20 year historical perspective. Nearly 20 years ago – fatal accident, 'out of control' perception (e.g. football with small kegs) on the east side led to changes in locations for tailgate events (to the south of the stadium). This improved 'the mess' considerably. We got comfortable as problems declined and perception of control increased even though this was based somewhat on poor attendance at football games for several years.

To increase attendance, we moved tailgates back to the east side and have failed to follow the stringent rules of earlier years. In fact, a number of events such as "Ram Rage" were attempted to draw students to pre game festivities. These changes have resulted in the 'be seen' factor in recent years (both in tailgates, clogging ped gates, and on the concourse) and an increased 'party atmosphere'.

With the cessation of beer sales after this year's tragic event, 'the message' from students and fans has been somewhat defiant. The PERCEPTION students had about the decision to cease beer sales was not necessarily accurate, but levels of intoxication prior to game

time and resulting emergency responses have gone up (see quotes from Collegian in Education below).

Finally, the violent behavior toward officers in the lot during nighttime games the past several games must be addressed.

There are three concepts in crime/problem reduction that are generally recognized in law enforcement. These are EDUCATION, ENFORCEMENT, AND ENGINEERING.

EDUCATION

We have been working with students in Dr. Timpson's classes on community and civic responsibility to obtain feedback on the students' perceptions of the causes of problems and possible solutions. While they recognize that some fans simply go to get drunk, a number of students would appreciate alternative activities and food/beverage service.

Some of their suggestions include having more activities that are NOT alcohol related before games (such as tug 'o war, face/hair painting, football/basketball toss, or even a kissing booth). They questioned why pizza, hot dog, soft drink, and other vendors couldn't be in the lot pre game with reasonably priced merchandise. People are willing to go to the party/tailgaters because there's nothing else to do.

When asked about their responsibility to their intoxicated friends, their response showed that students are scared of consequences for reporting intoxicated friends (both against them and the friend) counterbalanced their friends' health and safety.

The media has by and large been responsive to getting educational information out to students but with a mixed message. Advertisements for pre game liquor 'sales', etc. seem to contradict this effort.

Along with the Alcohol Education Office on campus, our department does a number of alcohol education and civic responsibility presentations every year. These efforts SEEM to have little effect this year as noted anecdotally in the Collegian.

To use quotes from Vol. 113 No. 60 for Friday November 12, 2004, 'I didn't tailgate last year and now we do it more. The ban makes tailgating more intense.' R.K., Junior

"I just sneak my beer into the stadium instead of buying it inside." D.S., Senior

"I'd say (the problem) has gotten worse, as I see more and more people being taken in for detox before and during games." N.S., ASCSU

"We all get toasted before the game." C.D., Freshman

ENFORCEMENT

Last year, we commenced pouring out as much liquor and beer as we could at unauthorized pre-game tailgates and estimated well over 4,000 bottles in the first effort. That reduced by half the next game and even more the last game.

The Police Department will look at strategies, such as plain-clothes intervention, to assist in re-establishing expectation of behavior controls. This type of effort will need to continue but alone won't solve the underlying problem of alcohol over-consumption.

ENGINEERING

It is necessary to give the perception or 'feel' of control from the start of any special event throughout the duration of the event. Nighttime events with insufficient lighting in the lot not only allow, but also encourage problem behavior because of the sense of anonymity. Lighting needs to be improved in the lot if we continue with night games.

Even the manner in which vehicles are parked in our lots gives an early impression of either control or mild chaos. Fans who get in, get quickly and neatly parked, and obtain assistance when needed see an orderly, professionally run event. This is harder to do in the dark with the best of employees. It is also hard on a dirt surface with no reference points to guide parking staff where cars should go, where peds should walk, etc.

While comparison with other universities may be helpful, but we MUST correct our problems before a tragedy happens and look to the future with vision for the inevitable 'let down' when things go well for a while.

IN CONCLUSION

Education must continue and be provide in a more effective manner. Students when possible to make it 'real' should lead it. A society wide problem must be addressed on a society wide level, not ONLY on a 'per problem' basis.

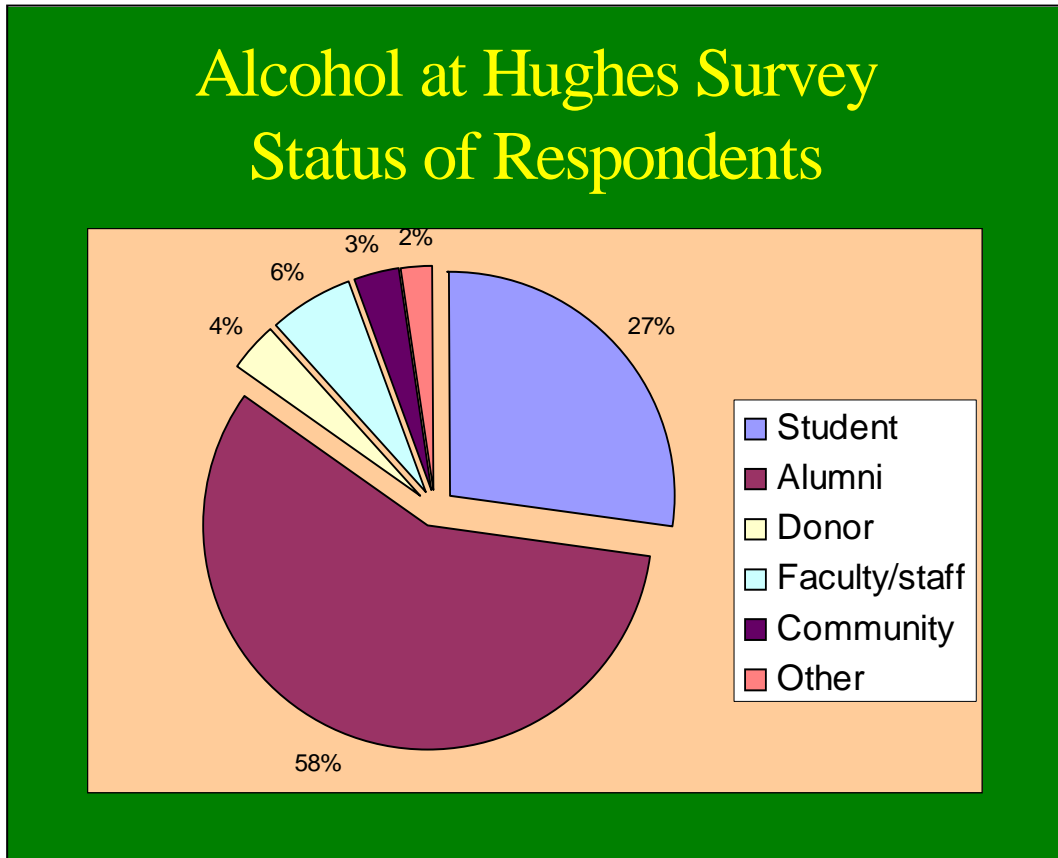
Enforcement must be firm, ongoing, and consistent to reinforce the message that unsafe and illegal behavior will not be tolerated at games.

Engineering efforts such as the planned change in schedules in 2006, increased lighting in lots, improved parking processes, changes in vending procedures and locations, environmental controls and improvement of entry gates and the concourse must be pursued.

A-4

Student Voice Survey Data

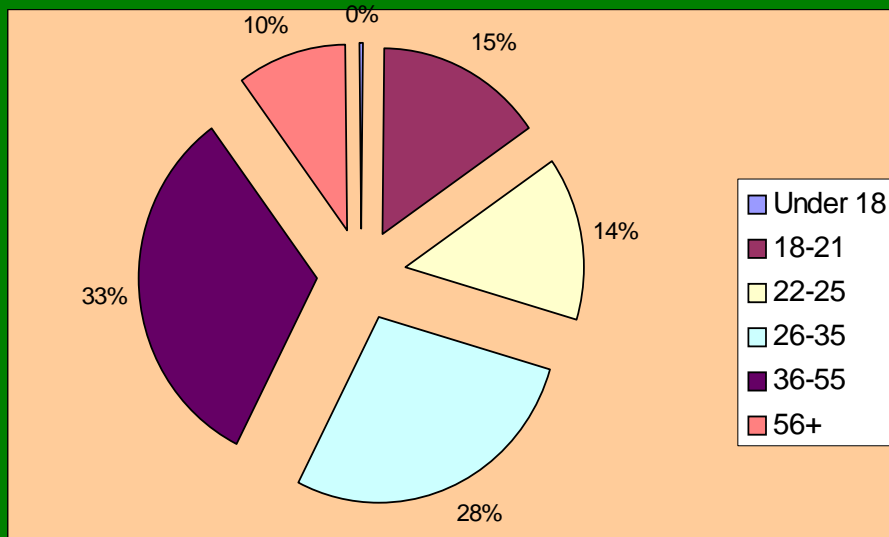
The following graphs provide data about the demographics of the respondents to the survey.



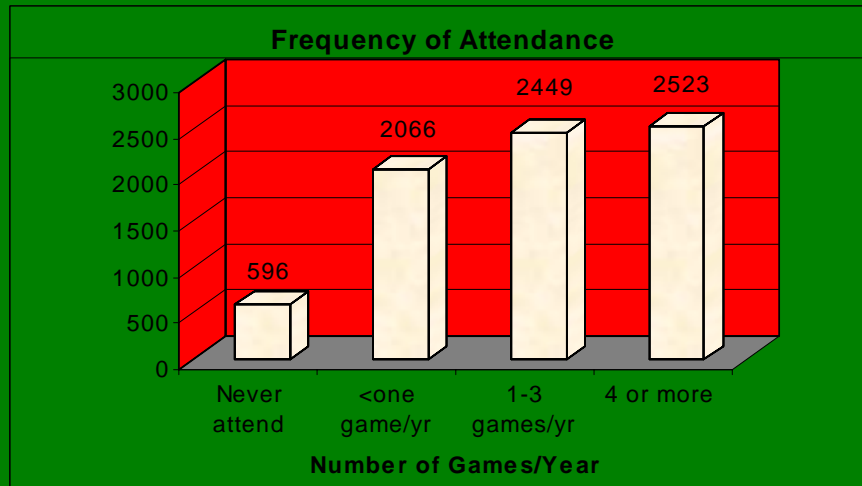
The actual number of respondents is as follows:

Students	2,087
Alumni	4,436
Donors	275
Faculty/Staff	459
Community Members	264
Other	173
TOTAL	7,694

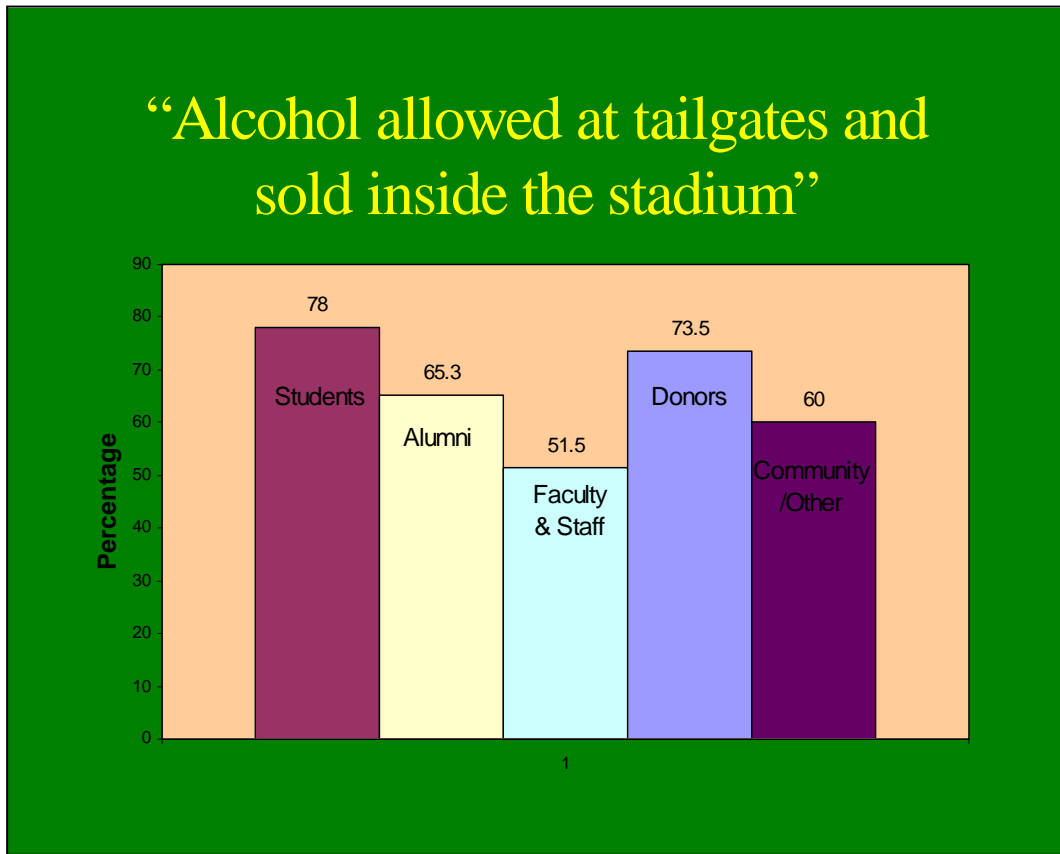
Alcohol at Hughes Survey Age of Respondents



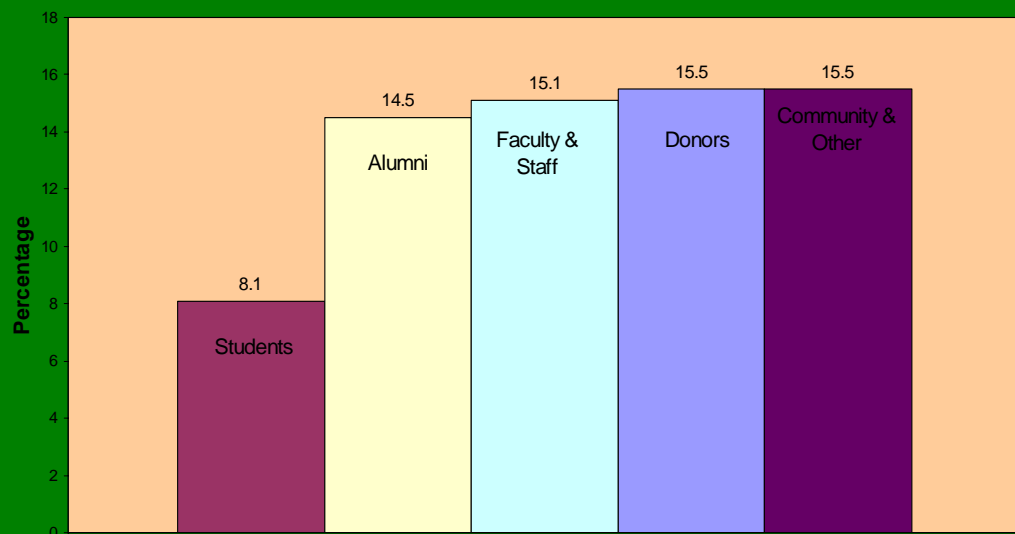
Frequency of Attendance At Home Football Games



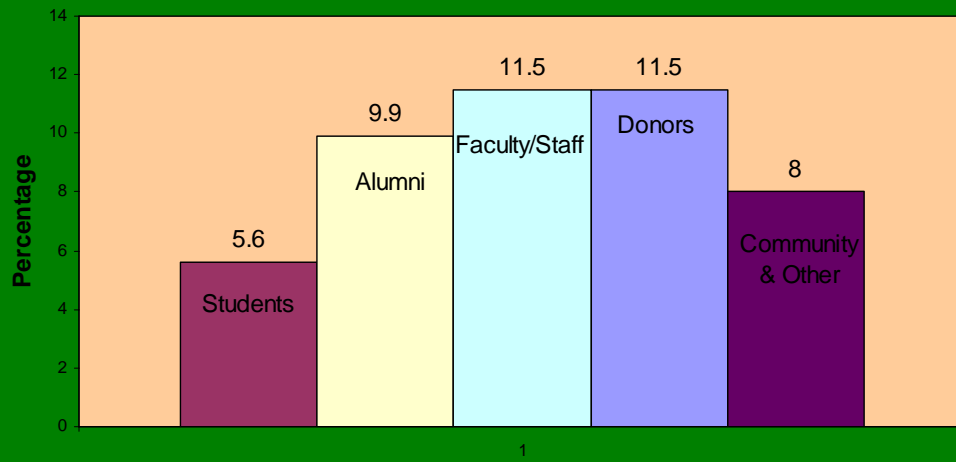
The following graphs show the preferences of each of the responding groups to allowing alcohol at tailgating activities and inside Hughes Stadium.



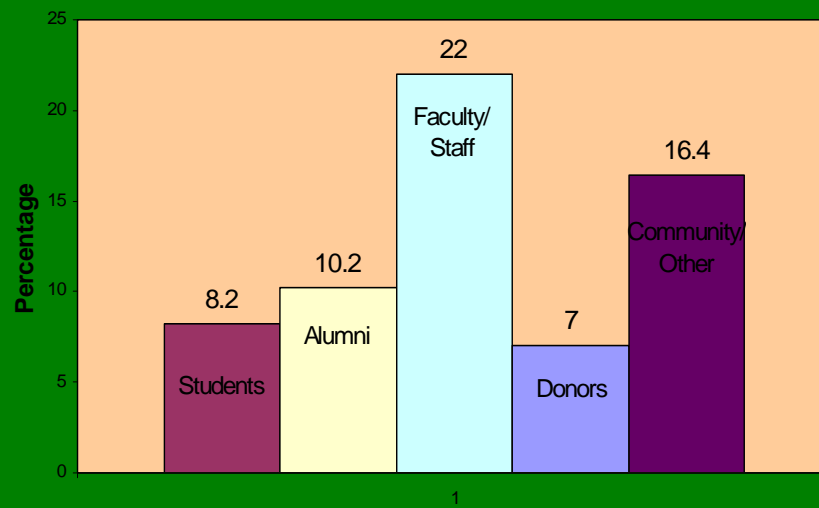
“Alcohol allowed at tailgates but not sold inside the stadium”



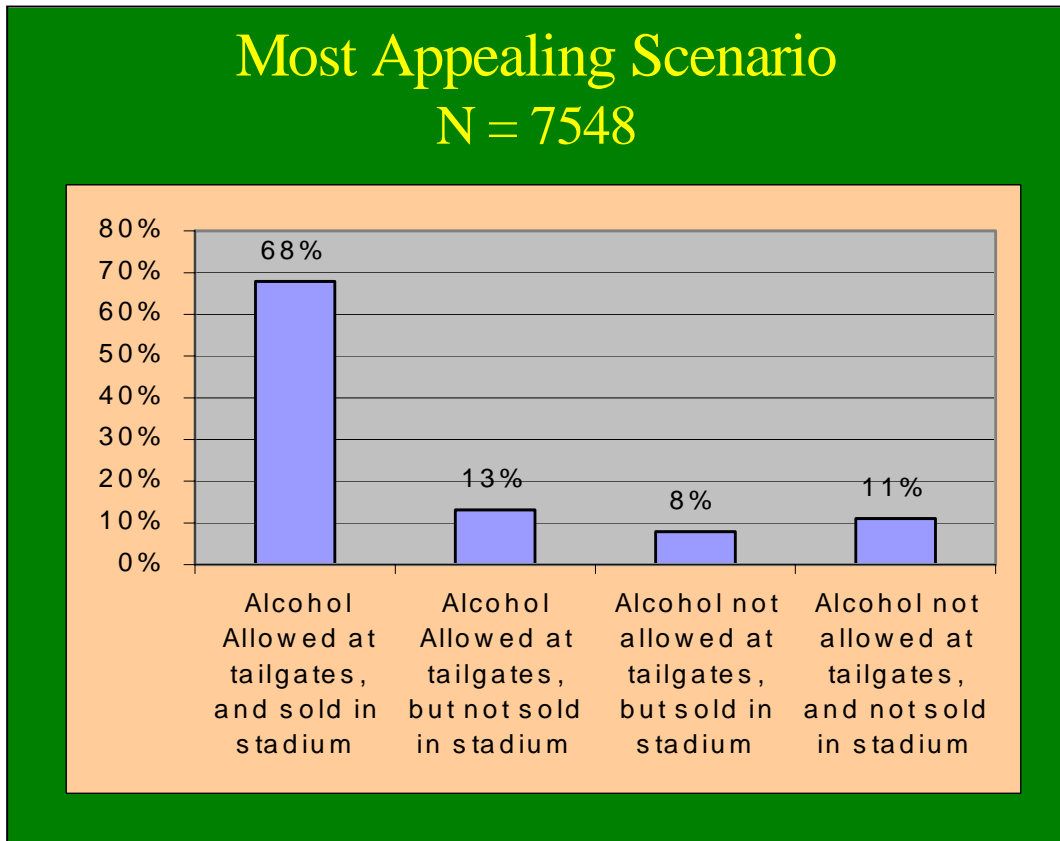
“Alcohol not allowed at tailgates but
sold inside the stadium”



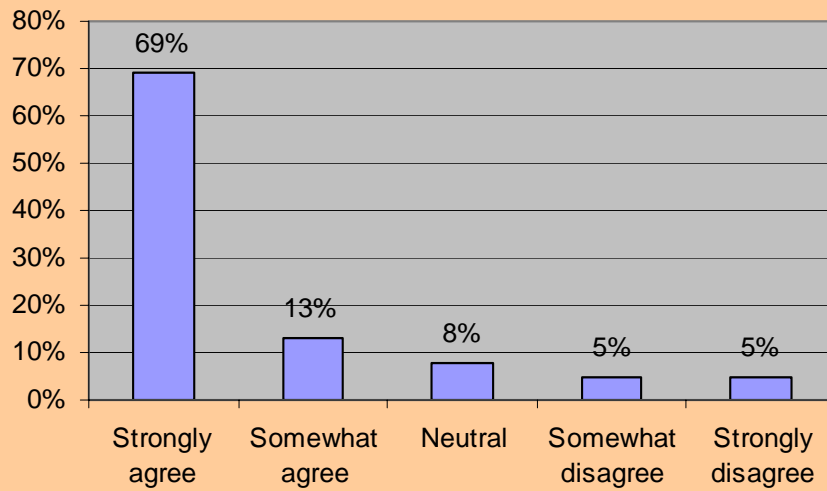
“Alcohol not allowed at tailgates and not sold inside the stadium”



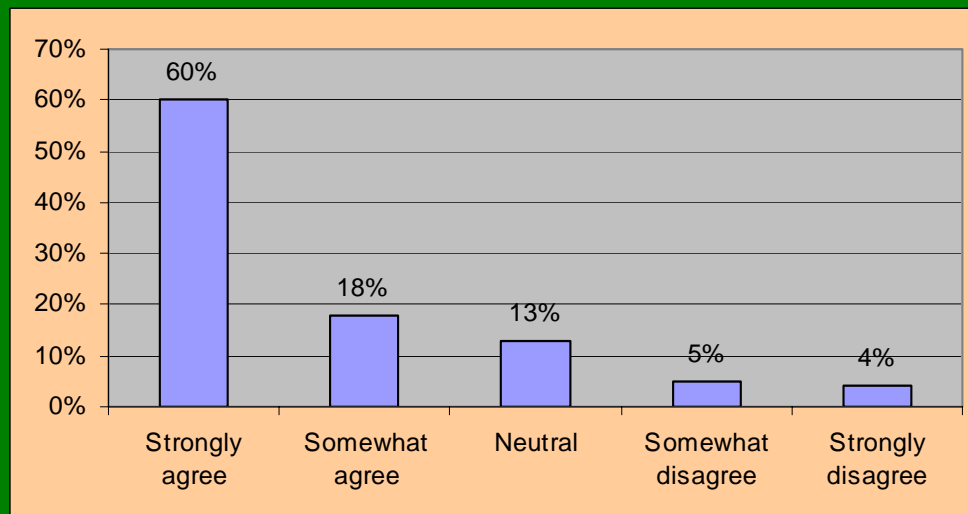
The following graphs provide information about the preferences of all the groups to the survey items.



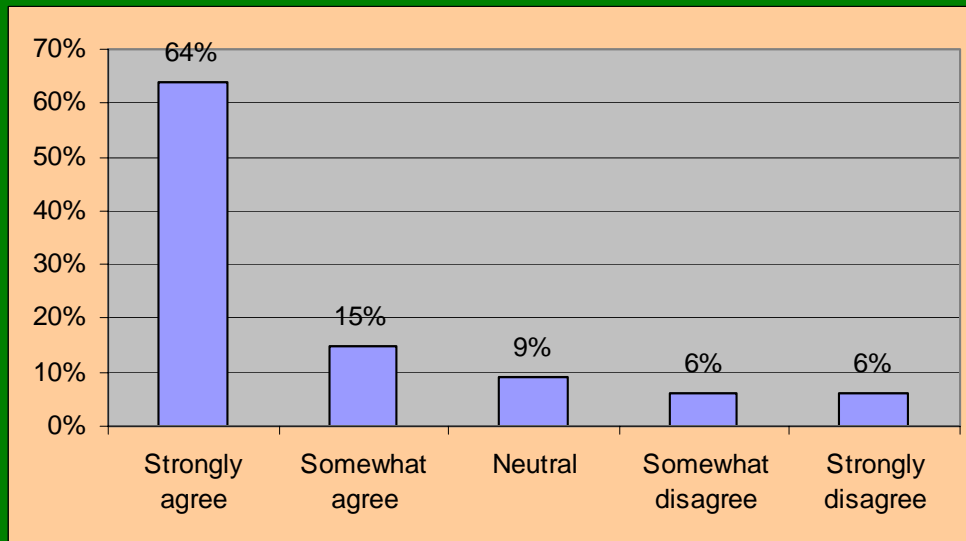
“The presence of alcohol at football games does NOT keep me from attending” N = 7465



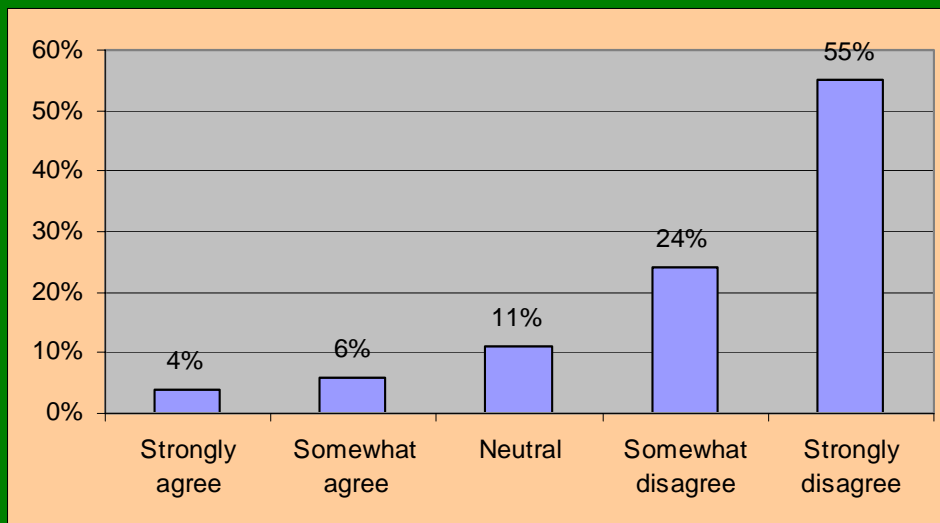
**“I believe that tailgating is an
important part of football games.”**
N = 7465



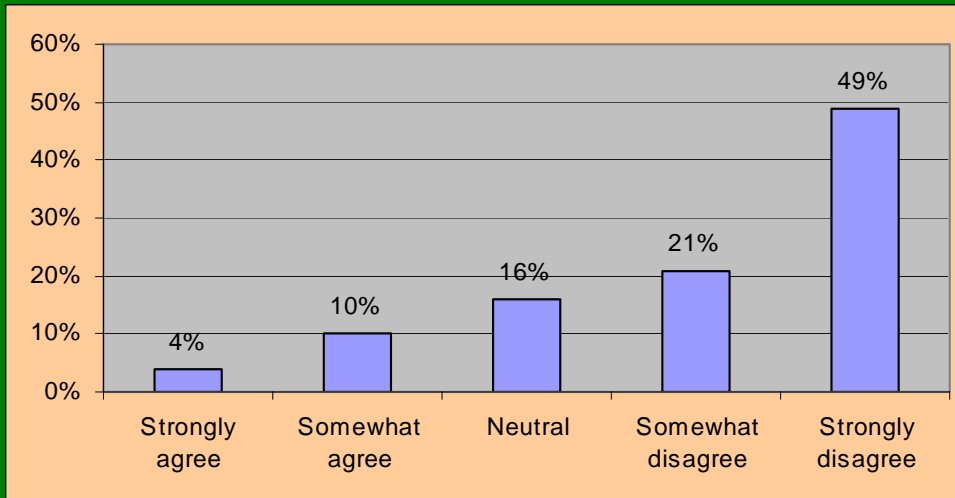
“Football fans of legal age should be able to consume their own alcohol at tailgates.” N = 7465



“The university should NOT allow alcohol at tailgates but permit beer sales in the stadium.” N = 7350

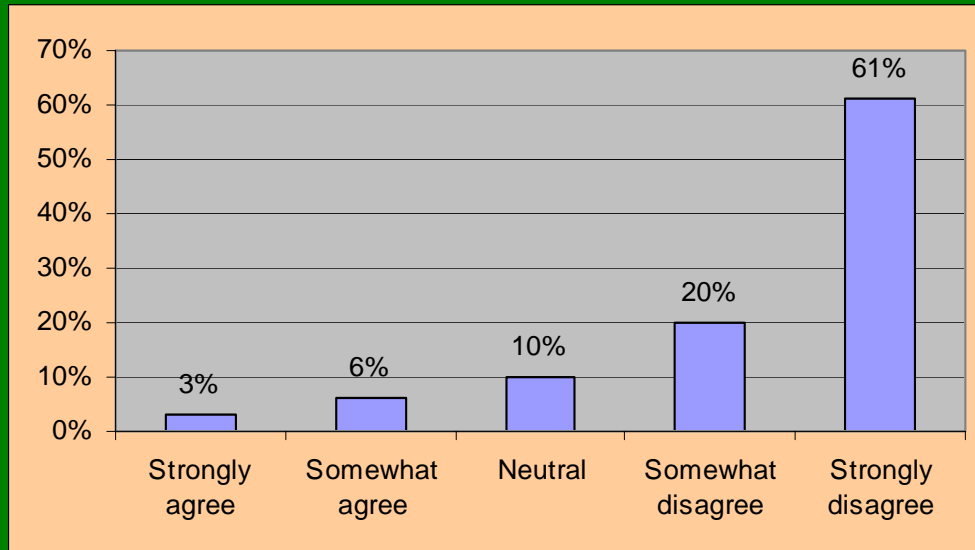


“Alcohol should only be sold at a designated site outside the stadium.” N = 7350



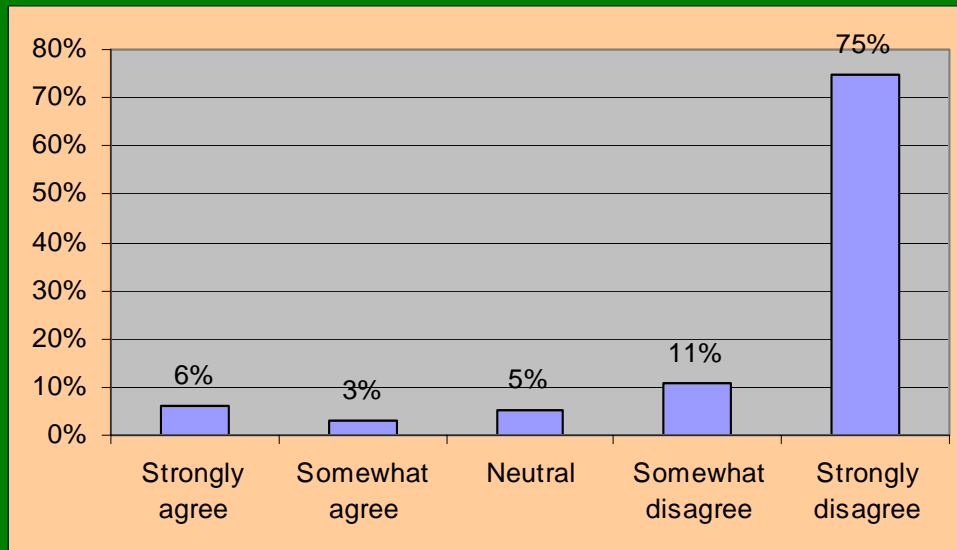
“Alcohol should only be permitted in
restricted areas inside the stadium.”

N = 7350

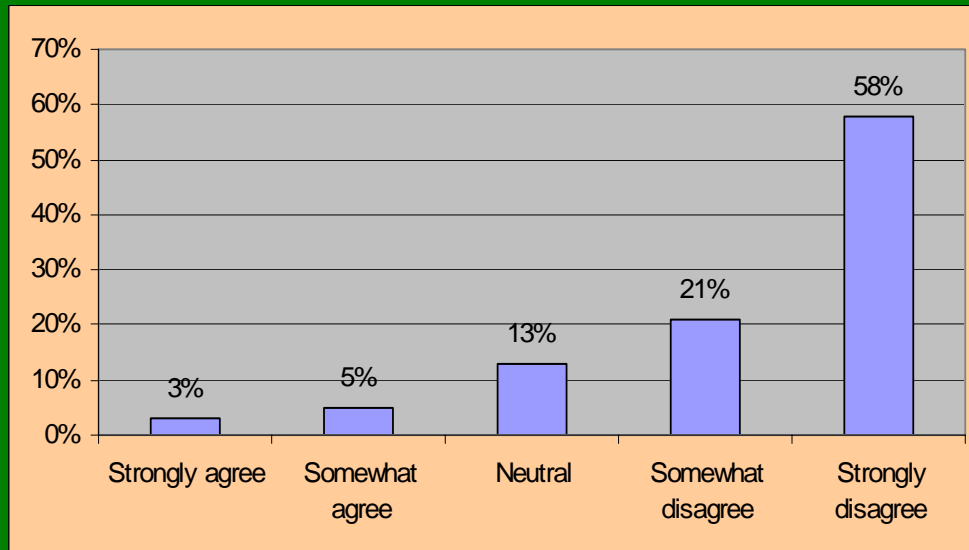


“Alcohol should be banned at
tailgates and in the stadium.”

N = 7350

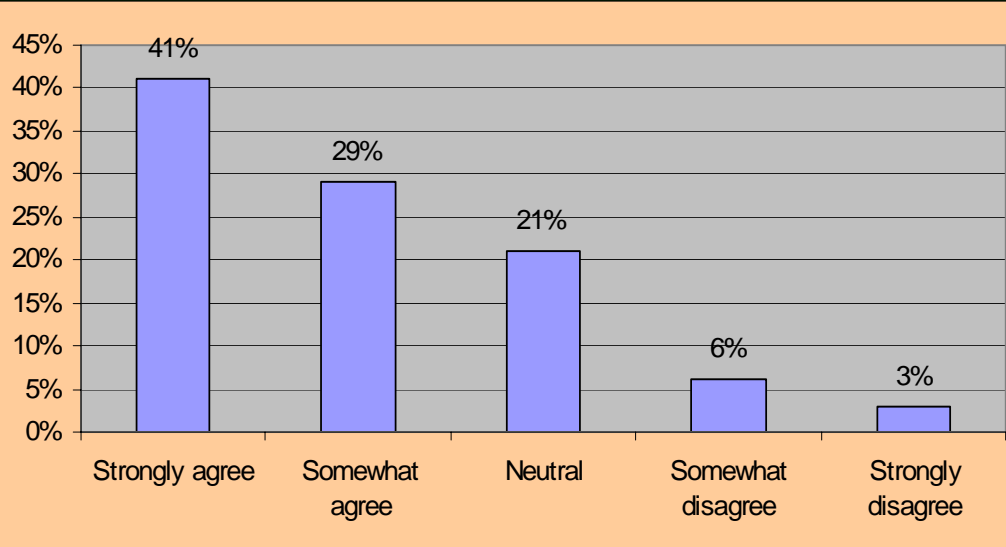


“My personal safety is at risk in parking lots when tailgating is allowed.” N = 7255

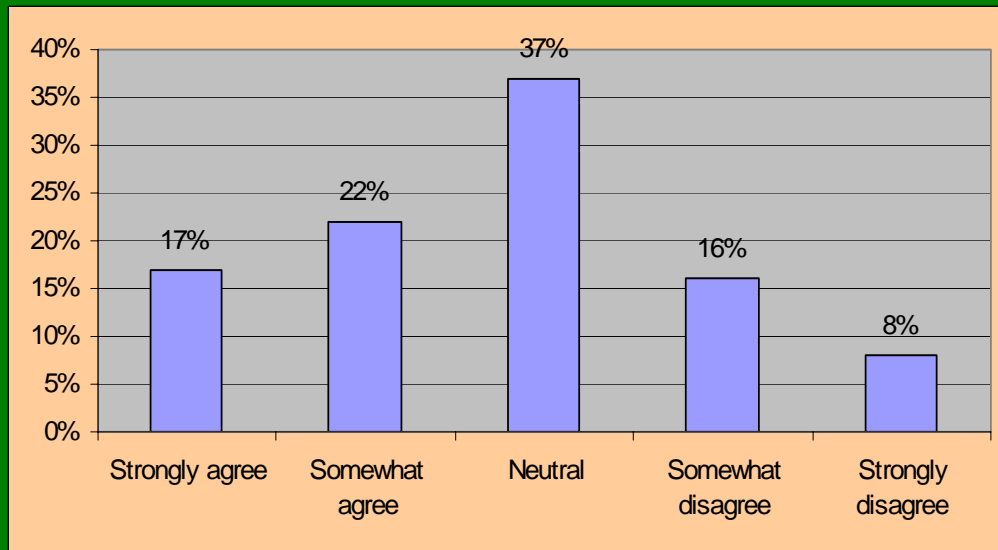


“The grounds at Hughes provide a safe environment for tailgating.”

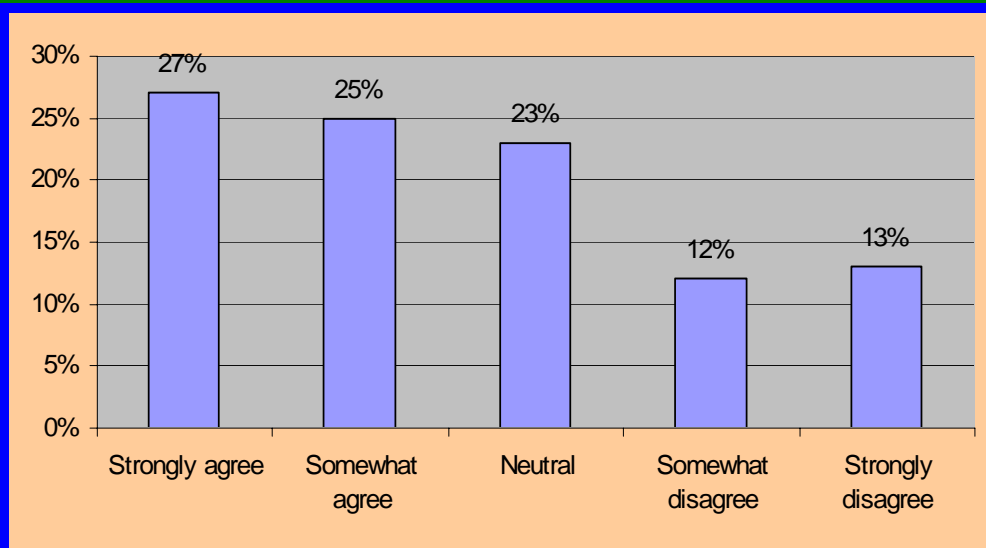
N = 7256



“There is sufficient lighting in
tailgating areas at Hughes during
night games.” N = 7256



“Increased enforcement of underage drinking laws would make tailgating more positive.” N = 7255



A-5

**DIVISION 1A
SURVEY RESULTS**

School	Do you sell Alcohol at your FB stadiums?	If Yes, for how many years?	Do you have club/suite seating?	Do you provide/sell alcohol in club/suite seating?	Notes:
Wake	No	N/A	No	No	
Akron	No	N/A	No	No	Do sell beer outside stadium in tailgating area
Arizona	No	N/A	Yes	No	
Arkansas	No	N/A	Yes	No	
Army	No	N/A	No	No	
Ball State	No	N/A	No	No	
B.C.	No	N/A	Yes	Yes	
Boise St.	No	N/A	No	No	
Buffalo	No	N/A	Yes	Yes	
Cal	No	N/A	No	No	
Cen. Florida	Yes	25+	Yes	Yes	
Central Mich.	No	N/A	Yes	Yes	
Cincy	Yes	25+	Yes	Yes	
Colorado	No	N/A	Yes	Yes	
E. Carolina	No	N/A	Yes	No	Pregame reception tent only
Florida	No	N/A	Yes	Yes	
Florida St.	No	N/A	Yes	Yes	Univ/owner provides
Fresno St	Yes	20+	No	No	
Hawaii	Yes	25+	No	No	
Houston	Yes	7+	Yes	Yes	Univ/owner provides
Idaho	No	N/A	No	No	Sell outside stadium
Iowa	No	N/A	Yes	No	Club seats will sell in the future
Iowa St.	No	N/A	Yes	Yes	
K. State	No	N/A	Yes	Yes	
Kansas	No	N/A	Yes	Owner provides	
Kentucky	No	N/A	Yes	Owner provides	
LA Laffayette	No	N/A	Yes	Yes	

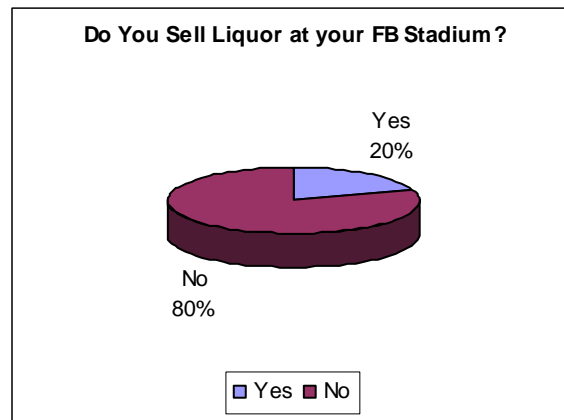
LA - Monroe	No	N/A	Yes	Yes	
Louisville	Yes	20+	Yes	Yes	
Miami-Fla.	Yes	40+	Yes	Yes	Univ/owner provides
Miami- Ohio	No	N/A	Yes	Yes	
Maryland	No	N/A	Yes	No	
Memphis	No	N/A	Yes	No	
Michigan	No	N/A	No	No	
Mid. Tenn	No	N/A	Yes	Yes	
Miss. St.	No	N/A	No	No	
Mississippi	No	N/A	No	No	
Mizzou	No	N/A	Yes	Yes	
N. Carolina	No	N/A	No	No	
N. Texas	No	N/A	No	No	Hospitality Tent sells beer
Navy	No	N/A	Yes	Yes	
Nebraska	No	N/A	Yes	Yes	Univ/owner provides
Nevada	Yes	25+	Yes	Owner provides	
New Mexico St.	No	N/A	Yes	Yes	
Notre Dame	No	N/A	No	No	
Ohio	No	N/A	Yes	No	
Ohio St.	No	N/A	Yes	No	
Oklahoma	No	N/A	Yes	Owner provides	
SMU	No	N/A	Yes	No	
South Carolina	No	N/A	Yes	Yes	Univ/owner provides
South Florida	Yes	15+	Yes	Yes	Univ/owner provides
Stanford	No	N/A	No	No	
Syracuse	Yes	25yrs	Yes	Yes	
T. A & M	No	N/A	Yes	Yes	
TCU	No	N/A	No	No	
Tennessee	No	N/A	Yes	Owner provides	
Texas Tech	No	N/A	Yes	Yes	
Tulane	Yes	25+	Yes	Yes	
UCLA	No	N/A	Yes	Yes	
UCONN	Yes	2 yrs	Yes	Yes	
UIUC	No	N/A	No	No	

USC	Yes	25+	No	No	
USF	Yes	?	Yes	Yes	They play at TB Bucs stadium
Utah St.	No	N/A	No	No	
Vandy	No	N/A	No	No	
Virginia	No	N/A	Yes	Owner provides	
W. Virginia	No	N/A	Yes	Owner provides	
Wash	No	N/A	Yes	No	
Wash. St.	No	N/A	Yes	No	
Wisc	No	N/A	Yes	Yes	

Of the 100 schools that received the survey, 61 responded. The following summarizes the survey results:

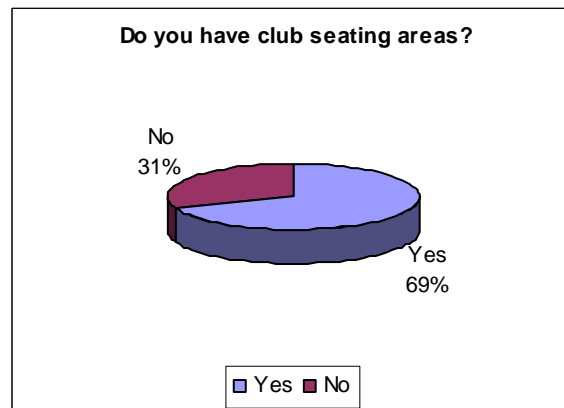
Question: Do you sell liquor at your football stadium?

Number of Respondents	61	
Yes	12	20%
No	49	80%



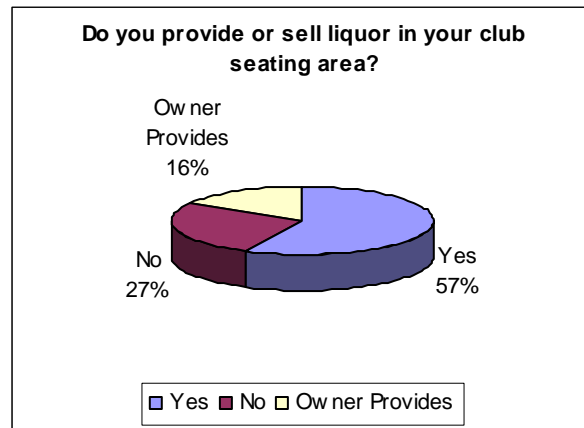
Question: Do you have club seating areas?

Number of Respondents	61	
Yes	42	69%
No	19	31%



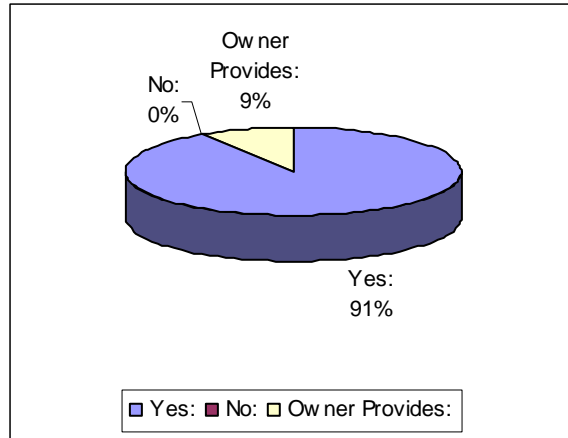
Question: Of the ones who have club seating, do you provide or sell liquor in your club seating area?

Number of Respondents	49	
Yes	28	57%
No	13	26%
Owner Provides	8	17%



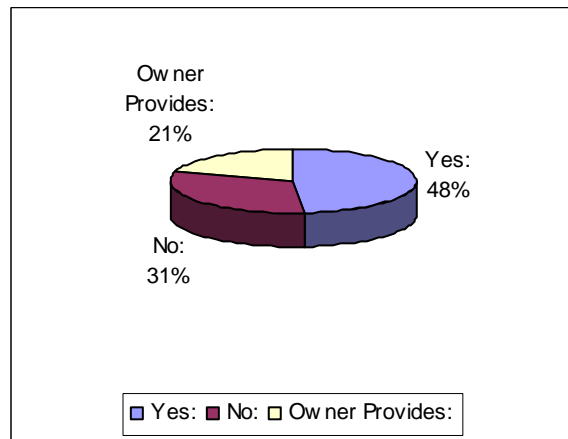
Question: Of the ones who SELL alcohol at the stadium AND have club seating, do you sell alcohol in the club seating area?

Number of Respondents	11	
Yes	10	91%
No	0	
Owner Provides	1	9%



Question: Of the ones who DON'T SELL alcohol at the stadium AND have club seating, do you sell alcohol in the club seating area?

Number of Respondents	39	
Yes	19	49%
No	12	31%
Owner Provides	8	20%



A-6

2004 Football Season Summary

There were five home games at Hughes this year. Construction on the west side complicated parking and traffic flow, but north stands were complete and worked well.

Attendance Estimate: 145,500 (average = 24,250)

Staff Assigned: 60.2 per game including posse

Evictions: 115 (23 average)

Summons/Arrests: 45 (9 average)

Medicals: 70 (14 average)

Tailgates:

Problems with early intoxication progressed through the season. The final game had poor attendance with a late-arriving crowd, so fewer problems for that game. Ceasing sale of alcohol in the stadium, at least anecdotally, had some impact on this issue. The Alcohol Task Force has a sub committee evaluating problems and protocols prior to next season. One posse officer hit in the head with rock or bottle as indicated above.

Pedestrian gates were pretty jammed up every game till the last one. Most crowding at gates 3 and 4. CSC addressed varying gate search protocols about mid season.

Positive Impact:

Positive Impact was again helpful this year, though their volunteers became apprehensive about handling pre game events in tailgates because of increasingly rowdy and intoxicated behavior. The group faced new challenges this year such as driving a person home only to find that they had no key and having to resolve that safety issue in a creative way. Did a few drives per game and handed out large numbers of cups during the first few games.

Traffic/Parking: Change in entry pattern at traffic gate 2 (with coordination from CSC/Parking staff) for the Wyoming game reduced north end congestion substantially and should continue into next season. We still need to consider not having staff collect payment for parking to reduce entry time.

Follow-up and Recommendations:

Incident Command protocols need to be reviewed to keep IC aware of actions and resource allocations. Number of personnel in the CP needs to be reduced (Chief is reviewing). Operations need to continue to be divided between inside stadium and

outside stadium (e.g. traffic and parking lot). Need to be able to track cases with Dispatch better as well. PD has obtained program for laptop use by scribe/recorder.

PFA and medical staff need to be on hand at least 90 minutes pre kickoff as crowd generally has developed, at least in parking lot, by that time.

Video capability needs to be expanded throughout the stadium, especially the lots and east concourse. We are pursuing grant opportunities through Homeland Security for this.

Lighting in the lot MUST be improved if night games are to continue. Numbers of problems in the tailgates were because of poor lighting and purchase of several one million-candle hand lights by CSUPD had minimal impact.

If Athletics cannot have a representative in the command post, there MUST be a solid way to communicate with them. Both radio and cell phone failed several times per game. Also, communication with Facilities needs to go through Athletics or CSC to reduce number of channels the incident commanders must attend.

Post event tailgating caused a few questions after the last game. A policy to allow these 'after game events' and staff them with police and medical personnel, or NOT to allow them and close the lot at a specified time would reduce confusion for fans and increase safety. To allow events on our property without staffing them could lead to medical and other problems on our venue.

A-7

Football Season Summary Report for 2003

This year there were six home football games at Hughes Stadium. The majority went fairly smoothly with some exceptions for tailgating issues as noted in details below. The University administration has concerns about the amount of intoxication displayed at games, both in the parking lot before games and in the stands and on the concourse during the events. With Homeland Security concerns and the federal government still holding to an alert level of 'yellow' during the season, additional support from Environmental Health Services and the police department bomb technician was required in the event of possible attack by hazardous, biological or explosive material.

GAME DETAILS FOR THE YEAR (see individual game reports for additional details)

<u>Attendance:</u>	Estimated at 181,627 (average = 30,271)
<u>Staff Assigned:</u>	248, or an average of 41.3 per game. This does not include traffic support from Ft. Collins Police.
<u>Evictions/FIs:</u>	73 (12.2/game)
<u>Summons/Arrests:</u>	90 (15/game)
<u>Cases Assigned:</u>	121 (20.2/game)
<u>Medicals:</u>	Can't track accurately this year because of new HIPAA regulations.
<u>Tailgates:</u>	The tailgates began the season again showing tendency to be problem area. We cracked down on bottles and had better compliance by end of season. Positive Impact helped in this area – we need to review protocol as noted below under recommendations.
<u>Positive Impact:</u>	A good program that deals with a portion of our intoxication issue. Several thousand cups were handed out (again, see recommendations below), they did sweeps of restrooms for intoxicated people, several times identifying potential medical emergencies, and transported a number of students and others home who couldn't drive.
<u>Parking and Traffic:</u>	There were no major parking issues. With the SW portion of the lot open next year, the 2004 season should be the best yet for

parking. As in past years, when money takers aren't in place or processing quickly, this causes backups at the traffic gates.

Temporary NO PARKING signs were posted along 42C so no tows were required this year (thanks to University Parking Services for providing the signs!). This practice will need to continue or permanent signs need to be installed.

Communications: A test of the ability to have 800mhz radios and VHF radios 'intercommunicate' was done during the last game. This test showed that it is not within current technical capability of systems we have in place.

Follow-up and Recommendations:

Communications: A test of the 800 MHz radio system showed that it can not work with current staffing needs and technical capabilities. We'll need to continue renting radios until this is corrected.

Tailgate Accountability: Athletics or Student Affairs needs to increase accountability of those who obtain tailgate permits by continuing the practice of 'game by game permit issue' (rather than year long permit) and not 're-issuing' permits to hosts or sponsors who have problems at any ONE game. We observed that behavior took a turn for the better when clear consequences were consistently applied. Areas need to be better defined with barriers such as fencing. We need to develop a plan for moving some tailgate fans to gates 2 and 4 to reduce the congestion and safety issues at gate 3 of the stadium. Either physical barriers need to be erected or more crowd management staff need to be assigned below gate 3. A list of names of persons responsible for tailgating events THE DAY OF THE EVENT are needed to hold hosts responsible.

The sponsored tailgate area nearest the stadium blocks the vehicle access ramp. For officers to respond from the lot, they actually have to drive through the crowd/walkway at the base of the stairs to get to trouble spots. This location needs to be moved so the ramp area is not blocked by the tailgate event.

Overselling seats: controls need to be established in the Athletic Ticket Office to control the total number of fans that occupy the stadium. Overselling seats causes extreme congestion in the stands and on the concourse resulting in delayed responses by police and emergency services personnel.

CRSCS Concerns:

Because of new HIPAA regulations regarding medical information, CRSCS staff need to be at the medical tent/office to gain information for follow up on intoxicated students. Because of the numbers of students going through our booking operation and the possible increase of numbers with CSC reporting their contacts, a representative needs to be at booking as well to gain information they need for follow up. It appears that some contacts/evictions being handled by CSC never get documented or reported to our police operations or CRSCS. CSC needs to document all contacts and submit a report of the action taken at the end of the game for game management and liability awareness reasons.

Intoxication issue:

1.) The administration and Alcohol Task Force are interested in controlling the number of intoxicated persons who enter the stadium, as is the state liquor authority. A strategic plan for handling the vast numbers of very intoxicated fans wanting access to the stadium must be established if this problem is to be resolved. These fans can NOT simply be turned away to do mischief in the lots or, worse, drive away intoxicated. Additional police staffing in the lots will help, but not cover this issue.

2.) The practice of handing out cups by Positive Impact must be reviewed. This has resulted in large numbers of people bringing bottles to the stadium expecting to get cups from the University which has the impact of increasing bottle use, rather than eliminating it, as was our original intention.

3.) ID stands MUST check identification and ensure that wrist bands of an appropriate nature are applied to adults. This was inconsistent through the season.

4.) Beer stands MUST have an identified waiting line, rather than a crowd in front of a table, to assist in controlling ID checks, service only to adults and shut down at end of half time (e.g. there is no point to establish control when the stands are shut down, resulting in a 'rush of sales' at some stands.)

Medical support: There has been one meeting regarding the provision of medical services by PVH. They may need to bill for their services or have Student Health absorb this duty for the University. Meetings will continue until this issue is resolved under the direction of Doug Max.

Police Operations Center: With the numbers of contacts being made simultaneously, we have outgrown our 'booking room' (the old first aid room on east concourse). Chief Yarbrough is exploring use of the vending room south of the police operations room for expansion purposes. Further, this would make the old first aid room available to PVH/Student Health staff, rather than housing them in a temporary tent (e.g. they will have heat, lighting and access to water/toilet facilities).

Security Issues: An extreme risk has been identified during the past few years regarding the vending stations and money box security. The system currently used for holding, handling and counting money at a number of the vending stations doesn't allow for

appropriate security and begs theft or robbery risks. Vendors **MUST** come up with a more secure way to store money (event nail bags around their wastes would be better), then transport it to the vending/accounting office. In lieu of this correction, four to six officers will be assigned to concourse duty for **ONLY** money/vendor security assignments, which will increase per-game personnel costs considerably.

With the lots expanding, we need to add additional signs as 'location markers' (e.g. we currently have A1, A2, B1, B2 etc.). We had several medical and foot pursuit situations this season wherein we 'lost' officers and only got back up staff to them by luck. These signs, placed on new light poles as well as telspar poles, will also assist fans returning to their vehicles and are a routine installation at most event venues.

Colorado Liquor Code, Article 47, Title 12, Definitions, C.R.S.—Alcohol Beverages

19) "Malt liquors" includes beer and shall be construed to mean any beverage obtained by the alcoholic fermentation of any infusion or decoction of barley, malt, hops or any other similar product, or any combination thereof, in water containing more than three and two-tenths percent of alcohol by weight or four percent alcohol by volume.

(20) "Meal" means a quantity of food of such nature as is ordinarily consumed by an individual at regular intervals for the purpose of sustenance.

(21) "Medicinal spirituous liquors" means any alcohol beverage, excepting beer and wine, that has been aged in wood for four years and bonded by the United States government and is at least one hundred proof.

(22) (a) "Optional premises" means:

(I) The premises specified in an application for a hotel and restaurant license under this article with related outdoor sports and recreational facilities for the convenience of its guests or the general public located on or adjacent to the hotel or restaurant within which such licensee is authorized to sell or serve malt, vinous, or spirituous liquors in accordance with the provisions of this article and at the discretion of the state and local licensing authorities; or

(II) The premises specified in an application for an optional premises license located on an applicant's outdoor sports and recreational facility.

(b) For purposes of this subsection (22), "outdoor sports and recreational facility" means a facility that charges a fee for the use of such facility.

(23) "Person" means a natural person, partnership, association, company, corporation or organization or a manager, agent, servant, officer or employee thereof.

(24) "Premises" means a distinct and definite location, which may include a building, a part of a building, a room, or any other definite contiguous area.

(25) "Racetrack" means any premises where race meets or simulcast races with pari-mutuel wagering are held in accordance with the provisions of article 60 of this title.

(26) "Rectify" means to blend spirituous liquor with neutral spirits or other spirituous liquors of different age.

(27) "Rectifying plant" means any establishment where spirituous liquors are blended with neutral spirits or other spirituous liquors of different age.

(28) "Resort complex" means a hotel with at least fifty sleeping rooms and that has related sports and recreational facilities for the convenience of its guests or the general public located contiguous or adjacent to the hotel. For purposes of a resort complex only, "contiguous or adjacent" means within the overall boundaries or scheme of development or regularly accessible from the hotel by its members and guests.

(29) "Resort hotel" means a hotel, as defined in subsection (11) of this section, with well-defined occupancy seasons.

(30) "Restaurant" means an establishment, which is not a hotel as defined in subsection (11) of this section, provided with special space, sanitary kitchen and dining room equipment, and persons to prepare, cook, and serve meals, where, in consideration of payment, meals, drinks, tobaccos, and candies are furnished to guests and in which nothing is sold excepting food, drinks, tobaccos, candies, and items of souvenir merchandise depicting the theme of the restaurant or the geographical or historic subjects of the nearby area. Any establishment connected with any business wherein any business is conducted, excepting hotel business, limited gaming conducted pursuant to article 47.1 of this title, or the sale of food, drinks, tobaccos, candies, or such items of souvenir merchandise, is declared not to be a restaurant. Nothing in this subsection (30) shall be construed to prohibit the use in a restaurant of orchestras, singers, floor shows, coin-operated music machines, amusement devices that pay nothing of value and cannot by adjustment be made to pay anything of value, or other forms of entertainment commonly provided in restaurants.

(31) "Retail liquor store" means an establishment engaged only in the sale of malt, vinous, and spirituous liquors and soft drinks and mixers, all in sealed containers for consumption off the premises; tobaccos, tobacco products, smokers' supplies and nonfood items related to the consumption of such beverages; and liquor-filled candy and food items approved by the state licensing authority, which are prepackaged, labeled and directly related to the consumption of such beverages and are sold solely for the purpose of cocktail garnish in containers up to sixteen ounces. Nothing in this section shall be construed to authorize the sale of food items that could constitute a snack, a meal, or portion of a meal.

(32) "School" means a public, parochial, or nonpublic school that provides a basic academic education in compliance with school attendance laws for students in grades one to twelve. "Basic academic education" has the same meaning as set forth in section 22-33-104 (2) (b), C.R.S.

(33) "Sealed containers" means any container or receptacle used for holding an alcohol beverage, which container or receptacle is corked or sealed with any stub, stopper or cap.

(34) "Sell" or "sale" means any of the following: To exchange, barter, or traffic in; to solicit or receive an order for except through a licensee licensed under this article or article 46 or 48 of this title; to keep or expose for sale; to serve with meals; to deliver for value or in any way other than gratuitously; to peddle or to possess with intent to sell; to possess or transport in contravention of this article; to traffic in for any consideration promised or obtained, directly or indirectly.

(35) "Sell at wholesale" means selling to any other than the intended consumer of malt, vinous, or spirituous liquors. "Sell at wholesale" shall not be construed to prevent a brewer or wholesale beer dealer from selling malt liquors to the intended consumer thereof, or to prevent a licensed manufacturer or importer from selling malt, vinous, or spirituous liquors to a licensed wholesaler.

(36) "Spirituous liquors" means any alcohol beverage obtained by distillation, mixed with water and other substances in solution, and includes among other things brandy, rum, whiskey, gin, and every liquid or solid, patented or not, containing at least one-half of one percent alcohol by volume and which is fit for use for beverage purposes. Any liquid or solid containing beer or wine in combination with any other liquor, except as

provided in subsections (19) and (39) of this section, shall not be construed to be fermented malt or malt or vinous liquor but shall be construed to be spirituous liquor.

(37) "State licensing authority" means the executive director of the department of revenue or the deputy director of the department of revenue if the executive director so designates.

(37.5) "Tastings" means the sampling of malt, vinous, or spirituous liquors that may occur on the premises of a retail liquor store licensee or liquor-licensed drugstore licensee by adult patrons of the licensee pursuant to the provisions of section 12-47-301(10).

(38) "Tavern" means an establishment serving malt, vinous, and spirituous liquors in which the principal business is the sale of such beverages at retail for consumption on the premises and where sandwiches and light snacks are available for consumption on the premises.

(39) "Vinous liquors" means wine and fortified wines that contain not less than one-half of one percent and not more than twenty-one percent alcohol by volume and shall be construed to mean an alcohol beverage obtained by the fermentation of the natural sugar contents of fruits or other agricultural products containing sugar.

