Miami University Alcohol Task Force
Report and Recommendations

February 2015

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Miami University Alcohol Task Force 2015

Executive Summary

In his State of the University address in September 2014, President Hodge announced the creation of The Alcohol Task Force, and charged it with engaging a wide array of campus and community stakeholders in an effort to (i) better understand the extant ecological context, including the current impact of high risk alcohol use on the community, (ii) evaluate the potential efficacy of various interventions, as well as the costs and tradeoffs associated with the interventions, and (iii) develop a strategic plan for reducing the propensity of and mitigating the costs associated with high risk alcohol consumption.

The Alcohol Task Force engaged in an information gathering process through the Fall 2014 and Winter 2015 terms that included an environmental scan, a review of national and Miami University data and research, and focus groups with key campus/community stakeholders. From this review, some unique local environmental and cultural factors related to alcohol use were identified; the need for more and better data became evident; and it was observed that while key resources exist that can impact this problem, there is a need for greater coordination and more effective utilization of these resources across campus and within the larger community.

The Task Force has proposed a strategic plan that recognizes the need for both a strong campus-community partnership and a long run perspective and commitment to the issue of high risk alcohol consumption. The strategic framework of this plan focuses on positively reshaping the *attitudes*, *behaviors* and *consequences* that are associated with high risk consumption.

Central to this strategic framework is the creation of a permanent Alcohol Coordinating Committee (ACC). The work of the ACC will focus on three elements: (i) the creation of a website that includes a philosophical statement regarding alcohol and its place at Miami University; (ii) an inventory and gap analysis of existing data related to student alcohol use and the development of a plan to improve tracking and assessment efforts, and (iii) the establishment of focused workgroups.

The ACC would have the responsibility to:
- Set priorities and outline expectations for the development and implementation of specific evidenced based strategies, and create workgroups to address specific issues as needed.
- Collect, analyze, and respond to local data related to high risk alcohol and other drug use so as to assess and improve strategies and/or develop new strategic approaches.
- Communicate the efforts and results from the workgroups to Miami University and Oxford stakeholders. This would include an annual report each year that would be shared with the Miami University President (and broader community), and the Oxford City Council and community.
- Develop and maintain working relationships with the Student Community Relations Commission and the Coalition for a Healthy Community, Oxford, Ohio.

- Serve as an advisory board regarding university and community programming and policy matters related to high risk alcohol and other drug use.

Each workgroup established by the ACC will have a specific emphasis, broad representation, and a charge to propose and execute innovative and creative interventions aimed at positively affecting community attitudes, behaviors and consequences related to high risk alcohol use. Over time, as the environment and local conditions change, these workgroups will evolve as they conclude their work and new issues emerge. The initial workgroups include:
- policy and enforcement
- off-campus interventions and partnerships
- academic support
- education and prevention
- intervention and treatment.

History:

In 1999, Miami University secured a 10 year federal grant to implement prevention, education, and enforcement strategies in collaboration with community stakeholders. Successes during this time period included hiring full-time staff for the Office of Health Education (now the Office of Student Wellness), hiring a full-time substance abuse counselor for the Student Counseling Center, revising the Student Code of Conduct regarding alcohol violations, prohibiting on campus marketing and promotion by alcohol distributors, and banning all alcohol deliveries on campus. However, until Miami University President Garland's Task Force on Alcohol Abuse Prevention was introduced in 2006, these efforts lacked a comprehensive and coordinated approach.

The Garland Initiative (Appendix A) provided leadership on the issues of high risk drinking, and provided a framework for implementation. The Garland Initiative also formalized campus and community partnerships by recognizing the Student and Community Relations Committee, which worked closely with the Coalition for a Healthy Community-Oxford, an entity created when Miami received its federal grant. This grant also supported activities through the Office of Health Education such as social marketing campaigns, After Dark (alcohol free programming offered on campus on Friday evenings), peer education programming, leadership on the Coalition for a Healthy Community-Oxford, and dedicated staff. Other recommendations established through the Garland Initiative were the second-year residency requirement, the development of a Campus Assistance Program, ongoing alcohol education programming for first year students, and the adoption of the BASICS (Brief Alcohol Screening and Intervention for College Students) assessment in Student Counseling Services.

The grant expired in 2009 and the university was unable to sustain the level of funding needed for these activities. Staff in the Office of Health Education was eliminated, and funding for many University and community efforts, including After Dark programming,

was reduced. In addition, this loss of funding resulted in several recommendations from the Garland Initiative not being implemented; these include:

- Send a consistent message to the Miami University community by prohibiting the marketing, sale, or consumption of alcohol at all student centered events (e.g., all athletic events, all concerts, etc.).
- Increase the percentage of undergraduate classes scheduled for early mornings and Fridays to at least 30% for each academic division by Fall 2008; and support related initiatives with the Council of Academic Deans (COAD) to promote stronger academic engagement of students throughout the week.
- Continue to support and assess After Dark as an alternative activity with improved programming activities.
- Pilot for a two year period expanded hours of the Recreational Sports Center – remaining open until at least 2 a.m. on Thursday, Friday and Saturday nights – with relevant programming to be determined in consultation with students.
- Provide ongoing alcohol education and training to front line personnel (e.g., Campus Police, Residence Life, and Office of Ethics and Conflict Resolution)
- Improve admissions staff knowledge about the healthy attitudes and behaviors for appropriate use of alcohol at Miami University and request this knowledge be disseminated to high school guidance counselors, potential students, and parents.
- Upgrade of the Resident Assistant position to at least junior standing, with increased responsibilities (including bell desk duties) and enhanced compensation by Fall 2007.
- Establish alcohol and drug recovery housing on campus
- Empower Judicial Affairs to link Student Code of Conduct violations to possible suspension of parking privileges, loss of registration position within an academic class, and suspension of opportunity to study abroad.
- Provide permanent financial resources for all staff positions supporting the alcohol education/intervention efforts (i.e., these should be continuing university positions rather than grant supported positions).
- Consult with and assist student organizations with the development of a plan for approving or "certifying" local bar and club owners for hosting organizational events.
- Develop strategies for increasing adult role model interactions and mentoring for first-year students.
- Create a holding facility with professional care for students dangerously intoxicated.
- Provide training on alcohol education, intervention, and treatment on a regular basis to all relevant stakeholder groups including, but not limited to the President's Executive Council, the Board of Trustees, admission and orientation staff, and other faculty and staff.
- Require a one-credit hour Personal Health course for all second year students by Fall 2008.
- Encourage and support development by the Office of Finance and Business Services of a plan for the University to systematically "buy back" or purchase

residential housing in the Mile Square with enhanced incentives for residential ownership.

Scope of the Problem:

Nine years after the Garland Report, assessment data continue to show student alcohol consumption patterns that are concerning. Data from AlcoholEdu for College, an online education platform first year students are required to complete before and 45 days after arriving to Miami University, provide the opportunity to look at trends over time and to compare Miami University with other institutions across the country. The results show that Miami University students' high-risk drinking rates consistently rank higher than the national average. Data from 2007 through 2012 show that the percentage of incoming students who self-report as Abstainers (defined as no drinks in the last year) prior to arriving at Miami University is similar to the national average. Abstainers and Non Drinkers are an increasing population of incoming first year students both nationally and at Miami. However, the data collected 4-6 weeks after students arrive on campus reveal that fewer students report being Non-Drinkers. Nationally, this decrease happens at a 15% rate of change, whereas Miami's average rate of change is 24%. Simply put, Miami students are less likely to remain as non-drinkers after they arrive on campus compared to the national average.

In published samples of Miami students, first-year students' alcohol consumption shifts across the first semester such that they report drinking more days per week, more alcohol on a typical drinking occasion, and more alcohol on a peak drinking occasion by the end of the first semester compared to their pre-college habits. For first-year students, the heaviest drinking days were Friday and Saturday. Whereas drinking on Thursdays was low at the beginning of the semester, it was significantly higher at the end of the semester. By the end of the semester, more students were binge drinking with no intentions of stopping (Ward & Schielke, 2011). The annual Healthy Minds survey administered to a random sample of Miami university students further confirms that Miami students were more likely than other college students nationwide to report binge drinking.

In studies of female Miami students across all class years, patterns of Thursday alcohol consumption relate to the time and difficulty of their first course on Friday. However, patterns of Thursday alcohol consumption were not related to other aspects of academic load (e.g., number of academic credits, fall semester GPA, cumulative GPA, other Friday courses). Female students who are more likely to consume alcohol on Thursday night have made academic scheduling decisions to allow for this experience. These decisions do not appear to adversely impact their grade point average (Ward et al., 2013a). Moreover, female students who report drinking on Thursdays tend to be older, to be part of sororities, to have later classes or no classes on Friday, and to experience more negative alcohol-related consequences (Ward et al., 2013b). Miami student alcohol consumption patterns seem to put them at risk for experiencing a variety of alcohol-related negative consequences (e.g., academic consequences, injury, alcohol-related blackouts). The 2012 AlcoholEdu data from the incoming class suggests that 35% of students were engaging in high-risk drinking behaviors when surveyed

midway through fall semester. The national average is 28%. The Miami data also show that students report pregaming (or pre-event drinking), an activity that puts students at greater risk for negative consequences, at significantly higher rates than the national averages. When asked if students experienced an alcohol-related blackout, Miami percentages are well above the national averages.

Other negative consequences can be seen in the data provided by the Miami University Police Department and the Office of Ethics and Student Conflict Resolution (judicial office; OESCR), which receives all arrest and citation data from the Oxford Police Department. During the 2012-13 school year, OESCR records show 347 intoxication citations, 555 citations for prohibited use of alcohol, 4 assaults involving alcohol, 76 dishonesty citations (e.g., fake ids), 33 disorderly conduct involving alcohol citations, 20 citations for property damage/theft involving alcohol, and 10 citations for non-compliance involving alcohol. The consequences of these violations are academic, social, financial, and in some cases, can lead to suspension or withdrawal from the University.

A Time for Action:

As we look at the current ecological conditions and student patterns of behavior related to high risk alcohol and drug use at Miami University and in the larger Oxford community, we have new opportunities to move the needle on this issue. In particular, there are several conditions or environmental changes that are different from the time of the Garland report, and these may contribute positively to new efforts aimed at reducing high risk alcohol and drug abuse:

- The 2014 opening of Armstrong Student Center, with increased potential for non-alcoholic programming options
- The changing profile of Miami's incoming class and the evolving attitudes and behaviors related to alcohol and drugs among the traditional college-aged demographic
- *I Am Miami* and related initiatives, and the emphasis on healthy behaviors, community responsibilities, and caring for each other
- Increasing national attention on the alcohol issue
- National research about effective prevention and intervention strategies

The 2014/15 Task Force Charge:

The campus and community focus on the issue of high risk alcohol consumption has intensified over the last few years, in part due to the interest and concern raised by Miami's Board of Trustees. President Hodge announced the creation of the current task force in the September 2014 State of the University address. Specifically, the President charged the task force with the following:

1. Communicate widely to the campus and broader Oxford community about the committee's purpose and progress.
2. Review the national context of high risk alcohol consumption on U.S. campuses.

3. Arrange for, support, and work with an external consultant to execute and review a comprehensive scan of the Miami University/Oxford environment as it relates to high risk alcohol consumption.
4. Examine local and national data on high risk alcohol use and its consequences; identify gaps in local data availability, and develop recommendations for enhanced local data collection, specifically in terms of the number and timing of surveys, the type(s) of information gathered, and ways of promoting response rates in order to ensure representative samples.
5. Throughout the process, partner closely with existing town-gown (Oxford-Miami University) organizations to inform them of the process and committee progress, and to seek input and consensus where appropriate.
6. Engage a wide array of campus and community stakeholders (e.g., students, faculty, staff (classified and unclassified), police (Miami and Oxford), local business owners, landlords, community groups, etc.) in an effort to (i) better understand the extant ecological context, including the current impact of high risk alcohol use on the community, and (ii) evaluate the potential efficacy of various interventions, as well as the costs and tradeoffs associated with the interventions.
7. In light of the committee's understanding of the national context and local environmental conditions and the accumulated stakeholder input and awareness of the local culture, traditions, laws etc., and in close consultation with the supporting town-gown structures, and after a thorough public vetting with relevant stakeholders, develop a strategic plan for creating a healthier community. This strategic plan should be far reaching (involving both the Miami Oxford campus and the Oxford community) and comprehensive, and aimed at reducing the propensity of and mitigating the costs associated with high risk alcohol consumption.
8. Seek widespread endorsement of plan from the Miami University President and Board of Trustees, to the Oxford Mayor, City Manager and City Council to grassroots and student organizations.
9. Ensure an orderly transition of the strategic plan to an existing university entity and/or local town-gown structure (as appropriate) that will oversee its execution and ongoing refinement.

It should be noted that the task force membership was (i) deliberately kept small, and (ii) comprised of only members of the Miami University community. On point (i), it was determined that the benefits of a small group – and in particular the ability to meet regularly and work efficiently -- outweighed the costs, particularly since the task force was charged with widely seeking input from across the campus and community. That approach allowed many voices to be heard even if they were not explicitly represented on the committee. In addition, task force members were selected intentionally so that they could represent multiple constituents on campus, as noted below. Similarly, on point (ii), the membership of the task force was intended to show the University's ownership of the issue, commitment to dedicating resources to identify areas for improvement, and recognition that the focus of the work would be on the behaviors of students. At the same time, the task force worked closely (and shared members) with

two "town-gown" organizations: the Student-Community Relations Commission (SCRC) and the Coalition for a Healthy Community, Oxford. Progress on this issue is not possible without broad community buy-in and support, and in particular the two town-gown organizations cited will become even more critical to the process in the implementation stage that follows*.*

Members of the task force include:

Dr. Susan Lipnickey- Task Force co-chair; Associate Professor of Kinesiology and Health (College of Education, Health and Society); Faculty Athletics Representative; Co-Chair of the Alcohol Coordinating Committee for the Coalition for a Healthy Community, Oxford, Ohio

Rebecca Baudry Young- Task Force co-chair, Director, Office of Student Wellness; Division of Student Affairs

Dr. Kip Alishio- Director, Student Counseling Service; Division of Student Affairs

Abigail Blabolil- Student, Department of Kinesiology and Health; Health Promotion Major; sorority member

Dr. Jayne Brownell- Vice President for Student Affairs

Dr. Michael Curme- Associate Professor of Economics; Associate Vice President for Student Affairs and Dean of Students

Susan Ewing- Distinguished Professor of Art; Associate Dean, College of Creative Arts; and former 1984 - 2005 resident of the Mile Square

Dr. Gerald Gannod- Professor of Computer Science and Software Engineering; College of Engineering and Computing

Kevin Krumpak- Student, Farmer School of Business; Marketing and Analytics Major; Associated Student Government, Secretary for Off-Campus Affairs; Student Community Relations Commission co chair; Glee Club; fraternity member

Dr. Aaron Luebbe- Assistant Professor of Psychology; College of Arts and Sciences

Dr. Rose Marie Ward- Associate Professor of Kinesiology and Health; College of Education, Health, and Society; Director, CELTUA; college student alcohol researcher

In order to most effectively and efficiently carry out the charge, the task force committed to:

- study the issue of collegiate high risk alcohol use nationally;
- examine the local environmental factors that contribute to high risk consumption;
- review the available data and identify gaps in the data necessary for understanding and tracking the details and extent of the local challenges; and
- research and recommend evidence-based interventions that would have the greatest likelihood of success in the Miami University/Oxford environment.

Process:

The Task Force met weekly during the fall 2014 semester. During these weekly meetings, the Task Force monitored progress, distributed tasks, and discussed national alcohol data and literature. In addition to the weekly meeting, an environmental scan and focus groups were conducted during the fall term.

Environmental Scan:
As an initial step, an environmental scan was conducted in August and September 2014. The scan culminated in a three-day visit to the campus and community by external consultant Dr. Thomas Workman, Principal Communication Researcher and Evaluator in the Health & Social Development Program at the American Institutes for Research. Conclusions from the report state: "despite a robust pre-matriculation and peer-delivered alcohol education program, alcohol consumption remains the central element of a number of student practices, traditions, and rituals. Alcohol is readily accessible to underage students, who enter the culture with the belief that high-risk practices are critical for the attainment of social capital among their peers. This suggests that the environment is creating significant misperceptions of normative practices among its newest members."

The Workman report (Appendix B) presents a robust set of recommendations for Miami University, including:
- Collect a much broader set of data about student behaviors, patterns, perceptions, motivations, consequences, and impacts related to alcohol and other substance consumption.
- Develop a comprehensive strategic plan to address the environment at Miami University.
- Actively and comprehensively build awareness of the alcohol environment to the campus and community.
- Develop and communicate an inclusive and transparent process for data collection, strategic planning, strategy selection and implementation, and evaluation.
- Carefully and thoughtfully establish the relationship between the campus Task Force and the broader county coalition.
- Develop a comprehensive and elevated effort at intervention and treatment of heavy episodic drinkers across the Miami University student population.
- Encourage the University and community to build a supportive environment for students who abstain from alcohol, drink moderately, or are in recovery.

Focus Groups:

Following the environmental scan, the Task Force conducted focus groups with key stakeholders throughout the semester. A common set of questions were used for all discussions. Stakeholder groups included:

- Oxford City Council
- RedHawks Council
- Associated Student Government/ Student Senate
- Greek TriCouncil Leadership
- Oxford Chamber of Commerce
- Oxford Liquor Permit Holders
- Parents Council

Themes that emerged from these meetings varied depending on the population. Student groups indicated that a lack of alternative activities during weekend late nights contributed to the perception that going uptown to the bars was the only "thing to do". These student groups followed up with a number of ideas that would be attractive activities for the University and/or community to host on weekend late nights. Students agreed that activities would need to be planned by students, offered every week of the term rather than sporadically, and available during "party hours". They believed that "safe and smart" messages around alcohol use would be more effective than messages that promoted abstinence. They also expressed that students need more opportunities for honest, judgment-free conversations about alcohol use, and models of how to be responsible, light- or moderate-drinkers.

Community groups expressed concerns regarding vandalism, destruction of property, city resources needed to clean up on weekends, and increased need for hospital staff related to student alcohol consumption. The high visibility of house parties and day drinking concerned members of the community for a variety of reasons. Business owners felt the presence of large house parties and day drinking deter other community members from coming to the uptown business district. Business owners that held liquor permits stated that students arrive at their establishments already intoxicated, creating a challenge for bar staff to appropriately monitor or address overconsumption. Other community members shared experiences of avoiding uptown and the Mile Square because it was no longer an acceptable environment for their families. Often, house parties spill onto sidewalks and into the streets making it a hazard to drive through the area. Property owners expressed frustration in maintaining rental properties. The parties taking place in the rental properties result in damage that requires repairs. Parents of current Miami students were alarmed after witnessing the high risk alcohol behaviors associated with day drinking on front lawns and house parties. When community members were asked what could be done to address these issues, they stressed that high risk alcohol behaviors were a shared concern with the University. An interest in partnership with the university was expressed, beginning during the orientation process. Community members suggested that an opportunity to welcome students to Oxford as neighbors would begin a dialogue about community standards. They also expressed a willingness to work with the University toward shared goals.

In addition to the feedback we received through focus groups, other national and local issues must be taken into account in the development of future prevention and intervention strategies.

The National Context:

The national college drinking culture has documented characteristics. For example:

- Illegal and high risk alcohol consumption is a campus and community concern, and any attempt to understand and mitigate the negative consequences of such behavior is best pursued within a town-gown partnership.
- The traditional college student demographic is characterized by a tendency toward exploration and experimentation, posing unique challenges in a residential college environment.
- Whereas underage drinking and unauthorized use of drugs is illegal and must not be condoned, it is not going to be completely eliminated.
- As new groups of students start the college experience, it may take several years to see progress on changing campus alcohol culture.
- Fundamentally, student choices related to alcohol and other drug use reflect individual perceptions of the associated benefits and costs. Thus, at the highest strategic level, any effort to reduce high risk alcohol behaviors must focus on reducing the (perceived) benefits of consumption or increasing the (perceived) costs associated with the activity.
- Alcohol outlet density and ease of access (e.g., older students, more financially privileged students, fake IDs, house parties, high percentage of students in social Greek organizations) contribute to the alcohol culture and the experience of alcohol-related negative consequences.

The Miami Context:

Three elements of the Miami/Oxford environment may contribute to the culture of high risk alcohol consumption. First, the composition of the "Mile Square" neighborhood in Oxford has shifted over time. Second, the highly visible environment in which alcohol is used in casual and high-risk ways magnifies and distorts the social norm for Oxford and Miami University community members. From the perspective of community members, this high drinking visibility is likely to negatively distort overall impressions of Miami students, and in turn the institution. It also contributes to the "party school" reputation that has surfaced in some external surveys, rankings and research. Third, students observed that alcohol is readily available and affordable in Oxford, regardless of the student's age.

First, there are some environmental challenges posed by the unique geography of Oxford, both in its character as a small college town, and in particular in the makeup of the Mile Square (i.e., the residential area in and around the uptown area of Oxford). The Mile Square residential area has shifted over the past 25 years from a mix of mostly single family dwellings and a few student rentals to predominantly student rentals. This transformation appears to be linked, at least in part, to an increase in the external costs (i.e., noise, vandalism, crime, etc.) associated with student use of alcohol and other

drugs within the uptown area. Local zoning ordinances related to the Mile Square may have played an important role in the transformation of the area, specifically an "R-2" designation allowing up to four unrelated individuals to reside in one dwelling. The concentration of student rental housing (relative to owner occupied housing) is more prevalent closer to the uptown business district, including those businesses tied to Oxford nightlife.

Second, the unusually high observability of student behaviors related to alcohol consumption is also evident within the residential areas close to campus that are outside the Mile Square. It is common to observe student parties being hosted in front yards; during periods of good weather, these parties often take place (at least in part) during the day. These types of parties are not unusual within a college town, but their visibility has raised concern. For prospective and new students, high drinking visibility may alter the perceived norm regarding typical alcohol consumption and influence students to drink more than they have previously and create alcohol related expectations of incoming students. Data from AlcoholEdu demonstrate that students routinely overestimate how much other students drink.

Third, according to Dr. Workman's report, a review of first year student data, and student focus groups, several sources of inexpensive alcohol were identified at Miami/ in Oxford. Residence halls were identified as a location for pre-gaming, or consuming large amounts of distilled spirits to prepare for a social event. House parties often include open source beverages, such as "jungle juice," a punch in which the amount and type of alcohol is uncertain. Another source of inexpensive alcohol was identified in licensed establishments, either through the use of false identification, the sharing of wrist bands, or through direct service to minors (Workman, 2014).

Goals:

Given the context outlined above, a multi-tiered, multi-faceted, multiple year approach is needed to shift Miami's alcohol culture. Based on focus groups' conversations, the environmental scan, and data gathering, there are shared goals among members of the Miami University and Oxford communities. It is also clear that Miami University's commitment to this issue, dating back to at least 1999, has resulted in the establishment of key resources that can impact this problem. What is lacking is the coordination and effective utilization of these resources across campus and within the larger community.

Progress goals will need to be revisited and clearly defined after completing the broad based data collection recommended later in this report, and should strive to make progress in the three areas of attitudes, behaviors, and consequences:

> ***Attitudes*** - A shift in attitudes toward alcohol consumption. Specifically, there needs to be a change in perceived norms, and in the cultural acceptance of alcohol consumption and alcohol-related negative consequences.
> ***Behaviors*** - A decrease in high risk behaviors as measured by a reduction in the quantity and frequency of heavy episodic drinking.

Consequences - A campus-wide decrease in the frequency and severity of alcohol-related negative consequences (e.g., alcohol-related blackouts, injuries, academic consequences, arrests, sexual assault, social consequences, impaired control, self-care, psychological dependence, etc.).

Philosophical Foundation:

The Alcohol Task Force proposes the creation and the dissemination of a public, philosophical statement to guide current and future decisions regarding alcohol and its place at Miami University. First and foremost, decisions should reflect the values of Miami University, as laid out in our values statement:

Miami Values Statement
Miami University is a scholarly community whose members believe that a liberal education is grounded in qualities of character as well as of intellect. We respect the dignity of other persons, the rights and property of others, and the right of others to express disparate beliefs. We believe in honesty, integrity, and the importance of moral conduct. We defend the freedom of inquiry that is the heart of learning and combine that freedom with the exercise of judgment and the acceptance of personal responsibility.

In light of these values, the philosophical foundation of Miami's treatment of high risk consumption should reflect the following:

Miami University is a scholarly community whose members believe that a liberal education is grounded in qualities of character as well as of intellect.
As stewards of the public trust, we, as members of the Miami University community, have an obligation to hold each member of our community to high standards of integrity and character. In particular, we will model and encourage support and respect for federal, state and local laws that apply to alcohol and other drugs. These behavioral expectations apply, too, to the rules and policies that we – the Miami University community – have identified and defined relative to the use of alcohol and other drugs both on and off campus. These rules and policies, which both reflect and define our community norms, are determined by and for the community, clearly articulated, widely communicated, and consistently applied.

We respect the dignity of other persons, the rights and property of others, and the right of others to hold and express disparate beliefs.
We recognize that members of our community have different perspectives about, and make different choices regarding, the use of alcohol. As a responsible and caring community, we must recognize the significant health and safety risks associated with the abuse of alcohol. We honestly acknowledge that the potentially detrimental health effects of alcohol and other drugs are both physical and psychological in nature, and that an individual's use of alcohol and other drugs can result in negative consequences, not just to the user but to others within our community. We recognize and take pride in the fact that most members of our community either do not use alcohol and other drugs, or use alcohol only occasionally, responsibly and legally. We acknowledge that low risk

– safe and smart – consumption (if any), is the community norm, and assert that behavioral deviations from this norm should not be tolerated.

We believe in honesty, integrity, and the importance of moral conduct.
As a community, we believe that sobriety promotes honesty, integrity and moral conduct and insobriety serves as a challenge to our shared values. While we recognize that abuse is dangerous, we acknowledge that the moderate and responsible consumption of alcohol is a valid lifestyle choice for some members of our community. We have a shared responsibility not just to educate our community about our shared values but also to model the behaviors which serve as the foundation of those values.

We defend the freedom of inquiry that is the heart of learning and combine that freedom with the exercise of judgment and the acceptance of personal responsibility.
We recognize that all members of the community are life-long learners, and in particular we understand that many students are developmentally in a period of experimentation and exploration which is essential, natural, often productive, and sometimes risky. The community accepts responsibility for helping to identify when one of its members has diverged from the goals that attracted them into our community, and we pledge to support our members who diverge to get back on track. At the same time, every community member is expected to take responsibility for his/her own actions and the consequences of those actions to themselves and others. Because the use of alcohol and other drugs does not absolve someone from this responsibility, and because the use of alcohol and other drugs often distorts choices in a way that has negative consequences for both the user and others, the community recognizes the need for education on this topic and expects its members to positively intervene in circumstances where alcohol and other drugs might be interfering with the true goals of its members.

Strategic Framework:

At the broadest level, progress on reducing high risk alcohol consumption and changing the alcohol culture is a process; quick improvement is not likely and should not be expected. Success will require a true, ongoing commitment of and partnership between Miami University and the city of Oxford, and will require changes in both the student culture and the local environment.

The recommendations from the Task Force cover a range of topics, and are intended to point to areas for working groups to review and act on in the future. The most crucial element of this strategic framework is the creation and appointment of a permanent Alcohol Coordinating Committee. Members of the Alcohol Coordinating Committee should serve as chairpersons of workgroups whose foci take us back to the fundamentals of changing "Attitudes, Behaviors and Consequences." Membership on the team should include, but not be limited to, representation from:

Office of the Vice President of Student Affairs
Office of the Provost
Associated Student Government
Office of Student Wellness

Off-Campus Outreach and Communication
Student Counseling Service
University Communications
University Athletics
Student Affairs Assessment

This Alcohol Coordinating Committee would have the responsibility to:
(i) Set priorities and outline expectations for the development and implementation of specific evidenced based strategies, and create workgroups to address specific issues as needed.
(ii) Collect, analyze, and respond to local data related to high risk alcohol and other drug use so as to assess and improve strategies and/or develop new strategic approaches.
(iii) Communicate the efforts and results from the workgroups to Miami University and Oxford stakeholders. This would include an annual report each year that would be shared with the Miami University President (and broader community), and the Oxford City Council and community.
(iv) Develop and maintain working relationships with the Student Community Relations Commission and the Coalition for a Healthy Community, Oxford, Ohio.
(iv) Serve as an advisory board regarding university and community programming and policy matters related to high risk alcohol and other drug use.

Phase 1: The Alcohol Coordinating Committee will create a foundation for implementation efforts by creating an infrastructure for assessment and communication.

- **Create a web site** that begins with Miami's philosophical statement regarding the use of alcohol in our community (draft above), and which brings all alcohol-related policies and resources together in one location. This website would serve as a repository for alcohol data from all campus surveys - CIRP, graduating senior survey, alumni survey, etc. It would also be a place to share the progress of workgroups.

- **Share the Alcohol Task Force Report** with key stakeholders across both the Miami and Oxford communities, particularly those groups that helped inform the report, and use their feedback to inform future committee work.

- **Create a Philosophical Statement** to guide current and future decisions regarding alcohol and its place at Miami University.

- **Coordinate the development of a comprehensive assessment plan.** Currently the Division of Student Affairs has identified a position responsible for assessment efforts across the division and created an assessment committee to coordinate those efforts. By utilizing this existing structure and in consultation with other assessment resources, Miami must engage in the thorough and robust collection of data that identifies the underlying prompts and enabling factors that lead to consumption patterns in order to inform our work. Currently, alcohol

related data is gathered across campus by different offices but not shared centrally, and there are several key gaps in our efforts to meet best practices. Workman suggests that "Miami and the surrounding community must work together more closely to better identify, document, and track the number of students who seek medical attention for over-consumption of alcohol and other drugs, the number of underage students who use false identification, the number of students who are served or sold alcohol illegally, and the costs associated with high-risk behavior" (Workman, 2014). An audit of our data collection should be conducted to ensure that we are collecting annual data from Miami students with regards to attitudes, behaviors, and consequences, and a plan should be enacted to close our data gaps. Based on national best practices and information from the Workman report, robust data collection should include the following information:

Attitudes:
- perceptions of peer drinking norms
- drinking motives (reasons for drinking)
- perception of campus efforts to address alcohol issues
- support for campus efforts to address alcohol issues

Behaviors:
- quantity and frequency measures of alcohol and other drug consumption
    - location of consumption, reported by consumption level
    - type of alcohol consumed
    - average blood alcohol content per drinking occasion
- sources of underage access to alcohol (e.g., false ID, service without being carded, social hosts, older students, parents)

Consequences:
- alcohol and other drug-related negative consequences
- alcohol-related positive consequences
- secondhand effects of alcohol and other drug use
- exposure to alcohol moderation messages and education

In addition, all efforts should collect demographic data that enables cross-analysis by major, year in school, residence, age, gender, fraternity/sorority affiliation, student organization affiliation, work status, and GPA.

Phase 2: The Alcohol Coordinating Committee will create, monitor, and report the progress of workgroups that will identify two or three strategies for implementation every year. The workgroups should use the philosophical statement, existing data, and evidence-based practice to guide their work and their selection of strategies. They should also refer to specific recommendations in the Workman report for guidance. The workgroups should include appropriate representation from both the Miami and Oxford communities to plan, implement and evaluate selected strategies. Some groups may be short-term, while others may be permanent workgroups, as needed. Recommended workgroups include:

- **Policy and Enforcement Workgroup:** For policies to be effective, "standards of behavior must be identified and codified, and consequences for violating policy must be specified. For traditional age college students, clear 'bright line' boundaries are needed. Expectations for behavior must be seen as a part of the commitment to live within the Miami and Oxford community….. [Students] must believe that their behavior is being monitored, and that there is a high probability of receiving a meaningful negative consequence" for violating policy while reinforcing the positive impacts of appropriate behaviors. "Students should believe that enforcement and adjudication are fairly and consistently applied" (Workman, 2014). Currently, there are several policies related to alcohol use; it is anticipated that this workgroup's focus would be the development of a protocol for the analysis, review and recommendations for current policies. The workgroup should consider the following:
    - o policies related to various on-campus facilities (e.g. Armstrong Student Center, Shriver, athletic facilities, etc.)
    - o policies related to the Student Code of Conduct
    - o policies related to alcohol use by student organizations
    - o social hosting policies and party registration policies

- **Off-campus Interventions and Partnerships Workgroup:** "Resources and opportunities for successful living within a codified community standard should be accessible and available to all students and members of the community" (Workman, 2014). The focus of this workgroup would be to review the work that has been recognized in other communities for their potential for application on Miami's campus and in the community at large. This work could potentially take place within the SCRC and the Coalition for a Healthy Community, Oxford. Some issues identified for potential Miami/Oxford partnerships include:
    - o Nuisance housing policy
    - o Rental standards
    - o Noise ordinance
    - o Off-campus social hosting policy and enforcement
    - o Pass-down houses/ annex houses (houses "passed down" by sororities, fraternities and other groups, although not formally recognized as organization houses) and accountability to student organization policies
    - o Restrictions on alcohol retail density
    - o Consequences for permit holders for serving alcohol to persons underage
    - o Regulation of happy hours, drink specials and sales
    - o Strategies to attract a variety of entertainment venues

- **Academic Support Workgroup**: Faculty and staff are important partners in shifting the culture around student alcohol use. The members of this workgroup would focus on the ways that the faculty could contribute to a positive shift in the alcohol culture, leading to better academic outcomes for students. Their purpose would be to review current academic-related policies and procedures that influence high-risk drinking. The Garland Initiative had several recommendations

around this concept, providing an appropriate starting point for this workgroup. Some strategies to consider are:
- o More early morning and Friday classes
- o Communication with faculty about data on student alcohol use
- o Encouraging the scheduling of assignments and exams on Wednesdays and Fridays, during the first week of classes (aka "syllabus week"), "Green Beer Day," and other key dates
- o Engaging faculty in consistent messages around alcohol and other drug use

- **Education and Prevention Workgroup:** Students must be educated to understand how to live successfully and within the shared standards of a community (Workman, 2014). In addition, ongoing education about safe and smart decision making in regards to alcohol will always be needed as new students enter our community. Student leaders should be regular contributors to conversations defining our shared standards so that messages about alcohol use, policy, and expectations across the University are consistent. Students are also an essential source of ideas regarding programming that will be an attractive alternative to alcohol-centric activities. This workgroup would have the opportunity to review existing educational programs currently offered to Miami students, their effectiveness, and the potential for change. They could also serve as an advisory board in determining the effectiveness of alcohol-free programming offered on campus and making relevant recommendations. Several strategies have been identified for consideration, such as:
  - o Assist the University and community to create a supportive environment for those students that drink moderately or abstain from alcohol consumption
  - o Conduct marketing campaigns to correct student misconceptions about alcohol and other drug use on campus
  - o Develop strategies for engaging off-campus students in alcohol education efforts through "walkabouts" or other efforts; ensure that we are reaching students in and beyond the Mile Square
  - o Review messages to parents and to incoming students
    - Review of Admissions tours
    - Create strategic parent communication plan that spans the academic year
  - o Expand bystander education programming and its evaluation
  - o Expand education and awareness efforts related to "jungle juice" and other open source beverages, as well as prescription and other abusable drugs.
  - o Review education and programming efforts for target populations
    - Members of social Greek organizations
    - Student-athletes
    - International students
    - Nondrinkers / low risk drinkers
    - Study Abroad participants

- o   Review Residence Life programming and training related to alcohol use

- **Intervention and Treatment Workgroup:** The University and community must build a supportive environment for students who are in need of educational interventions, treatment, or are in recovery. Students must feel connected to the University and be aware of support services in place to help students facing challenges related to alcohol and other drug use. This workgroup should consider assessment of the supports already in place and identify gaps in services. The workgroup should consider the following strategies:
  - o   Review and assess effectiveness of mandated education and interventions
    - ▪ Alcohol Edu for College
    - ▪ Sanction Education Classes
    - ▪ Substance Abuse Evaluations
  - o   Review and assess effectiveness of Brief Motivational Intervention and determine if that strategy should be adopted by clinicians in Student Health Services
  - o   Develop housing, treatment, and support services to meet the needs of students in recovery from addiction

Phase 3: The Alcohol Coordinating Committee should articulate how efforts will be sustained and embrace an approach of continuous improvement, assessment, and evaluation in order to improve, modify, or eliminate strategies over time.
In this phase, the Alcohol Coordinating Committee should create a plan for:
- ongoing assessment and evaluation of implementation efforts
- modification of strategies based on evaluation results
- review of team membership
- review of workgroups to identify new issues, or declare the conclusion of a group's work

In summary, Miami is a nationally recognized and celebrated institution of higher education known for its excellent graduates and high academic standards, but also for its "party" environment. In certain fundamental respects, behavioral standards are no different than academic standards for our students. When high academic standards are clearly defined and communicated to our students, with the proper amount of support, we are accustomed to our students rising to meet the challenge. We believe that with a sustained, intentional effort involving all members of our community, both on-campus and off, the same high standards for a responsible, respectful, "safe and smart" campus culture can be achieved.

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APPENDIX A

The Garland Initiative
Recommendations from the President's Task Force on Alcohol Abuse Prevention

The President's Task Force on Alcohol Abuse Prevention fundamentally believes that a vibrant learning environment is built upon a climate of integrity, engagement and safety. We applaud Dr. Garland for expecting us to be ***bold***, ***forceful***, and ***imaginative*** in making recommendations to deal more effectively with Miami's complex, chronic and disruptive problem of alcohol abuse that jeopardizes the learner's pursuits of the mind and heart. We endorse Dr. Garland's resolve, expressed in his written charge to the task force, that preventing alcohol abuse is vitally important for Miami University, that the wellbeing and education of our students deserve our most serious consideration, and that simple solutions will fail. All of our students, and their families, rightfully expect and deserve an atmosphere of highest educational quality and an atmosphere that promotes positive growth into adulthood.
Over the past five months of intensive work the task force has taken President Garland's charge very seriously. We have been both deliberate and thorough in examining current practices to address the problem. We have consulted with numerous experts and we have received written and oral reports from many stakeholders. We also have examined relevant professional literatures to identify best practices in the field of alcohol/drug abuse prevention as they pertain to adolescents and young adults and to college campuses.

We are impressed by the dedication of many Miami University staff and faculty, students, and community members, who have been working tirelessly to address Miami's alcohol problems. However, our consensus conclusion about Miami's current efforts, when measured against a standard of best practices in alcohol/drug abuse prevention, is that **as an institution and a larger community *we can and must do better*!**

We must expand our efforts to insure that our initiatives reflect a theoretically and empirically grounded comprehensive, well-integrated strategy that confronts and changes Miami's cultural norms related to alcohol. Further, increased efforts should imbed alcohol abuse intervention in the context of expanded and improved efforts to promote positive academic, emotional, and behavioral development of our students, to promote healthy attitudes and behaviors related to alcohol consumption, and to prevent problematic drinking. An enhanced strategy must incorporate a wider range of evidence-based methods and a more intense set of learning opportunities, with adults and peers, that promote improved awareness and understanding of the problem, and development and enhancement of positive skills that obviate alcohol abuse. Success with this enhanced strategy also will hinge on better ongoing training and support for relevant individuals and organizations. In addition, a commitment to, and sufficient infrastructure for, ongoing outcome evaluation that documents results of specific programs within the strategy relative to particular goals and objectives will be essential.

We urge that Dr. Garland *not* view the recommendations as a menu from which some, but not others, might be chosen. Such an approach, in our judgment, would seriously compromise the president's commitment to "make significant progress in laying this problem to rest." Moreover, implementation of the proposed strategy will create a financial burden for the institution. Nonetheless, our consensus conclusion as a task force is that a coherent and comprehensive strategy must be implemented. This strategy will pave the way for enhancing Miami's climate for learning, and establishing Miami as a model institution for ameliorating threats to its intellectual climate. We urge that President Garland and the university prioritize needed fundraising to support the significant opportunity that these recommendations afford to make a real difference. We strongly endorse and encourage implementation of the following recommendations:

<div align="center">

Recommendations from TFAAP

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Campus Wide Systemic Efforts
- Increase the percentage of undergraduate classes scheduled for early mornings and Fridays to at least 30% by Fall 2008 for each academic division; and support related COAD initiatives to promote stronger academic engagement of students throughout the week.
- Increase the operational and continuing education budgets for support of the implementation of the recommendations, programs, training and staffing identified in this report with administrative oversight provided by the Vice-president of Student Affairs.
- Consult and assist student organizations with development of plans for approving or "certifying" local bar and club owners for hosting organizational events.
- Support the plan for the construction of a new student union and encourage that this project be given high priority.

Residence Halls
- Enhance the monitoring in the Heritage Commons complex by adding three live-in professional residential staff, with each living in a separate building and having responsibility for two buildings, thus ensuring supervision during non-business hours by Fall 2007.
- Prohibit the delivery of alcohol to students living in on-campus residential facilities beginning July 1, 2006.
- Upgrade of the Resident Assistant position to at least junior standing, with increased responsibilities (including bell desk duties) and enhanced compensation by Fall 2007.
- Establish alcohol and drug recovery housing on campus.

Office of Ethics and Conflict Resolution
- Increase the fees for violation of the Student Code of Conduct alcohol policy:
    - 105 A 1st offense $250 ; 2nd offense $500
    - 105 B 1st offense $150; 2nd offense $300

- Include a group intervention as part of the assessment portion of the alcohol violation sanction.
- Support the extension of Student Code of Conduct violations noted on the transcript to seven years.
- Empower Judicial Affairs to link Student Code of Conduct violations to possible suspension of parking privileges, loss of registration position within an academic class, and suspension of opportunity to study abroad.
- Require that transcript notations for non-academic suspensions include the specific violation.
- Implement the following sanctions for the use of false identification violations:
    - 1st violation – ethics and integrity education with a $250 fee assessment
    - 2nd violation – automatic suspension from the university
- Release to student and local newspapers monthly aggregate information on actions of the Office of Ethics and Conflict Resolution on alcohol related decisions.

Staffing
- Add at least three additional positions in Health Services with specialties addressing alcohol education, intervention, and treatment.
- Provide financial resources for all staff supporting the alcohol education/intervention efforts (i.e. these should be continuing university positions rather than grant supported positions).
- Collaborate with the City of Oxford to create a new position of off-campus housing and community relations (at least a half time position).

Training
- Provide training on alcohol education, intervention, and treatment on a regular basis to all relevant stakeholder groups including, but not limited to the President's Executive Council, the Board of Trustees, admission and orientation staff, and other faculty and staff.
- Improve admissions staff knowledge about the healthy attitudes and behaviors for appropriate use of alcohol at Miami University and request this knowledge be disseminated to high school guidance counselors, potential students, and parents.
- Provide ongoing alcohol education and training to front line personnel (e.g., Campus Police, Residence Life, and Office of Ethics and Conflict Resolution).

Programming
- Require all first and second year main campus undergraduates to live in on-campus housing by Fall 2007; with exemptions as stated in the recent Division of Student Affairs proposal titled Enhancement of First & Second Year Programs at Miami University.
- Support adoption of the recent Division of Student Affairs proposal for Enhancement of First & Second Year Programs at Miami University which will expand programming for second year students.

- Continue to fund the AlcoholEdu program as a requirement for first year students.
- Implement a second year substance abuse education program using most recent local data as a resource.
- Require a one-credit hour Personal Health course for all second year students by Fall 2008.
- Provide financial support for the Campus Assistance Program through the pilot phase and beyond, if appropriate.
- Develop an educational program on ethics and integrity for students who are found to be responsible for violation of Section 02.102 (Dishonesty) of the Code of Student Conduct, which subsumes using or possessing false or altered identification.
- Continue to support and assess After Dark as an alternative activity with improved programming activities.
- Pilot for a two year period expanded hours of the Recreational Sports Center – remaining open until at least 2 a.m. on Thursday, Friday and Saturday nights – with relevant programming to be determined in consultation with students.
- Encourage the formation of an Alcoholics Anonymous (AA) chapter on campus.
- Provide comprehensive on-campus alcohol and drug assessment including the BASICS assessment and drug testing.

Assessment and Evaluation
- Undertake ongoing quality assessment and improvement and outcome evaluation for all recommendations.
- Develop a strategy for ongoing assessment by the Center for Health Enhancement, in consultation with additional experts as appropriate.
- Provide appropriate resources for assessment needs.
- Require the Vice-President of Student Affairs to provide an annual report of quality assessment and improvement and outcome evaluation findings to the President.

Recommendations for further consideration
- Send a consistent message to Miami University Community by prohibiting the marketing, sale, or consumption of alcohol at all student centered events (e.g., all athletic events, all concerts, etc.)
- Develop strategies for increasing adult role model interactions and mentoring for first year students
- Encourage and support development by the Office of Finance and Business Services of a plan for the university to systematically "buy back" or purchase residential housing in the mile square with enhanced incentives for residential ownership.
- Create a holding facility with professional care for students dangerously intoxicated.
- Encourage the City of Oxford to establish a Municipal Court.

Appendix
President's Task Force on Alcohol Abuse
Prevention Summary of Committee Activities

During the preparation of our recommendations, the Task Force members met with the following individuals from Miami University:
- Karen Murray – Director of Health Education
- Brad Bates – Director of Intercollegiate Athletics
- Troy Hartman – Assistant Athletic Director for Corporate Relations
- Susan Vaughn – Director of Judicial Affairs, Office of Ethics and Student Resolution
- Jerry Olson – Director of Residence Life
- Judith Sessions – Chair of 2009 Coordinating Council Academic Integrity Committee
- Maria Carrubba – Assistant Training Director Substance Abuse, Student Counseling
- Peter Miller – Assistant Senior Vice-president for Auxiliary Enterprises
- Lucinda Coveney – Director of Housing Contracts and Meal Plans
- Adolph Haislar – Senior Associate Vice-president for Finance and Business Services
- Steve Dealph – Director of Alexander Office of Fraternity and Sorority Life

The Task Force members met with the following individuals from the community:
- Chief Steve Schwein and Det. John Buchholz – City of Oxford Police Department
- Brent Devery – Regional Director of Ohio Liquor Control Division
- Andy Amarantos and Terry Amarantos, Owners of Skippers Pub and SDS Pizza

Three members of the Task Force met with Miami University Parents Council on March 4, 2006.

The Task Force held two open meeting to receive input from university and community members:
- February 23, 2006 – Hall Auditorium, @ 3:30 pm
- February 23, 2006 – Oxford Municipal Court House, @ 5:30 pm

The Task Force members also reviewed a variety of materials including:
- U.S. Department of Health and Human Services Task Force of the National Advisory Council on Alcohol Abuse and Alcoholism Reports:
  - A call to action: changing the culture of drinking at U.S. Colleges
  - Reducing Alcohol Problems on Campus: a guide to planning and evaluation

- Robert Wood Johnson Foundation "A Matter of Degree, the Advocacy Imitative" Case studies at the Universities of Vermont, Iowa, Nebraska, and Delaware
- Recovery Dorm Success: Case Western University, Ohio, and Grand Valley State University, Michigan
- Science Practice Perspectives, The National Institute on Drug Abuse, Vol.3 No.1 December 2005
- Peer-reviewed, published research articles on alcohol use and misuse
- Lay articles on alcohol use and misuse
- Miami University Code of Student Conduct
- Course schedule data sheets

Task Force members also participated in several late-night rides with Miami University Police Officers in an effort to acquire a better understanding of behaviors in which students are participating.

APPENDIX B

Addressing the Alcohol Environment at Miami University/Oxford Ohio
Environmental Scan and Recommendations for the President's Alcohol Task Force
Thomas A Workman, Ph.D.
September 25, 2014

Executive Summary
In response to the President's charge to the Miami University Alcohol Task Force, an environmental scan was conducted in August and September, 2014 culminating in a three-day visit to the campus and community. This report outlines the findings of that scan and presents recommendations for the task force as it reinvigorates a strategic approach to addressing the environment in order to reduce high-risk drinking and subsequent harms among Miami University students.

The scan reveals that the current environment, particularly in the areas of Oxford, Ohio that surround the campus, supports and enables high-risk alcohol use in both the physical availability of alcohol and high-risk practices as well as the social acceptance of high-risk consumption.

Despite a robust pre-matriculation and peer-delivered alcohol education program, alcohol consumption remains the central element of a number of student practices, traditions, and rituals. Alcohol is readily accessible to underage students, who enter the culture with the belief that high-risk practices are critical for the attainment of social capitol among their peers. This suggests that the environment is creating significant misperceptions of normative practices among its newest members.

Research into alcohol consumption patterns among all populations (including traditional-age college students) continues to support the discovery that as much as 87% of the alcohol consumed in the United States is done so by 20% of the population[1]. Although comprehensive student population data does not currently exist, it is likely that such data would show that there is a strong sub-population of students most engaged in high-risk drinking. However, in a rather dramatic fashion, the alcohol environment at Miami University and Oxford Ohio appears to accommodate this minority population, creating the misperception that high-risk alcohol consumption is the accepted way of student life at Miami. Students who abstain or drink minimally express a feeling of isolation and social rejection, and have difficulty finding opportunities to establish social networks that are not centered in alcohol consumption.

Miami University and the city of Oxford have developed exceptional response and incident management procedures to address the high-risk activities of the students. However, these efforts are heavy off-balance and dominate staff time and resources, leaving little for prevention. For Miami University students, many of whom express a sense of privilege, the effect of intensive incident management can have an enabling effect in many ways, sending clear messages to students, social hosts, and alcohol license holders that their behavior is ultimately being supported and tolerated.

Although Miami University has worked consistently to address the high-risk drinking of its students, no strategic plan with clear and measured goals exists to guide a broad collection of stakeholders. Critical to the work of the task force is the need for such a comprehensive strategic plan that is well coordinated across a wide range of stakeholders, most especially student leaders, and can be integrated into the strategic plan of the broader county coalition. Ultimately, the goal of the campus alcohol strategic plan is to redesign the environment to one where alcohol is seen as an additional but not central element of social activity, and where a clear set of standards for behavior by students, landlords, hospitality owners, servers, sellers, and social hosts are considered the norm. The elimination of high-risk social activities involving alcohol or other drugs should be the dominant priority, and a consciousness about the ways in which the environment affects behavior should be integrated in the decisions and planning of all university and city personnel.

Prior to strategic planning, however, Miami University must engage a thorough and robust data collection effort that enables the University to better assess the consumption patterns, primary and secondary harms, and normative beliefs of the entire student population. In addition, the University and city must work closely together to better identify, document, and track the number of students who are seeking medical attention for over-consumption (beyond police calls for rescue), the number of underage students who are using false identification, the number of students who are being served or sold alcohol illegally, and the costs associated with high-risk behavior. Such data collection must be done in collaboration with University Assessment efforts.

Overview

Despite more than ten years of effort on the part of Miami University administration and staff working collaboratively with the city of Oxford and a county-wide prevention coalition, illegal and high risk alcohol consumption among Miami University students remains an issue on campus and in the community.

Miami University has seen declines in both the drinking rate and subsequent harms of its first-year student population through its efforts. However, current first-year student survey data indicates an ongoing trend of students who initiate or increase high-risk drinking behavior within their first month on campus. Nearly half of Miami's first year students (42%)—the majority of whom represent a population that is under the legal drinking age—reported experiencing a black-out due to their alcohol consumption. This rate is significantly higher than the national average. The President of the University, along with the Board of Trustees, has expressed concern over a growing number of hospitalizations, injuries, and deaths among the student population related to alcohol and other substance use. Moreover, a number of changes at the university and surrounding community, along with changing trends in substance use among the target population, render the existing plans for prevention and incident management less relevant than in the past.

In response, President Hodge assembled a Campus Alcohol Task Force to examine and reimagine the university's approach to high risk alcohol consumption and drug

abuse. Included in the President's charge was the conduct of an environmental scan by an outside consultant who could identify environmental influences as well as gaps in the current approaches to high-risk drinking undertaken by the university and surrounding city.

Environmental scanning involves the assessment of specific factors within a social system that enable or deter targeted health behaviors and outcomes. Based on the social ecological theory of health which posits that the physical, social, and cultural environment influences health behaviors and outcomes[2][3][4], environmental scans seek to identify key influencers within the physical environment that are likely to drive behaviors and/or specific outcomes. For example, several studies have shown a direct correlation between the cost and availability of alcohol and high-risk consumption among the college student population[5]. Physical environments normalize (and in many cases, ritualize) positive or negative health behaviors, often to the point where they are unconsciously reproduced across generations[6]. Changing the physical environment through evidence-based strategies has resulted in the reduction of high-risk consumption in campus communities across the country[7].

Such efforts, particularly among four-year residential institutions, has resulted in the discovery of common socio-environmental factors that often influence individual and group behavior in the student population (see Figure 1). It is important to note that environmental factors do not affect all individuals in the same way; two students living in the same alcohol-dense environment may respond differently depending on their upbringing, personality, genetic make-up, and level of development. However, data from a variety of institutions has consistently found a correlation between these factors and high rates of consumption and related problems. Moreover, students who choose to behave in ways that are consistent with environmental cues often do so unconsciously and without critical reflection, adding to the normative influence for others in the community.

Figure 1. Individual and Environmental Influences on High-Risk Behavior. Changing environmental factors to reduce this influence (and encourage healthier behaviors) involves a comprehensive approach that involves the simultaneous application of four areas of strategy:

- **Policy.** Community standards of behavior must be identified and codified. Consequences for violating policy must be specified. For traditional age college students, especially those of the millennial generation, clear "bright line" boundaries are needed. Expectations for behavior must be seen as a part of the commitment to live within the community.

- **Education.** Policies must be clearly and consistently communicated. Members of the community must be educated to understand how to live successfully within the community standard.

- **Enforcement.** Community members must believe that their behavior is being monitored, and that there is a high probability of receiving a meaningful negative consequence for violating policy. Members of the community should believe that enforcement and adjudication are fairly and consistently applied.

- **Design.** Spaces/places, resources and opportunities for successful living within a codified community standard should be accessible and available to all members of the community.

There is evidence that doing so effectively requires a carefully coordinated effort that engages stakeholders from all sectors of the campus community, creates a sense of shared responsibility across all stakeholder groups, and operates from a strategic plan that bridges the perspectives and interests of all stakeholders. Ultimately, the goal of such an effort is an institutionalized awareness of and sensitivity to environmental influences so that the building and maintenance of a low-risk environment is integrated into the daily tasks of all stakeholder decisions

About This Report
This report details the results of the environmental scan conducted in August and September of 2014 and involved a live three-day visit on September 11 – 13. The environmental scan involved:
- A review of all existing data collected on student consumption and harm, alcohol licensing in the city, and police calls/alcohol violations.
- A review of existing university policies, city ordinances, and state laws.
- A review of existing enforcement and adjudication procedures and trends at Miami University, the city of Oxford, Ohio, and Butler County, Ohio.
- A review of student social media referencing alcohol and or drug use.
- In-person interviews with student leaders, Task Force leaders and members, related university staff, alumni, police chiefs of the campus and city, local residents, and members of the county coalition.
- Direct observation of the campus and "uptown" area of the city during peak alcohol consumption periods.
- Open forums with students and community members.

The findings of this report are organized in four sections. The first section provides an identification and analysis of the high-risk environmental factors at Miami University and the surrounding community. The second section discusses the critical elements that must be addressed in order for significant progress to occur in reducing substance use rates and subsequent harms among Miami University students. The third section outlines a set of recommendations for the university and community in developing and implementing a strategic plan of action that can successfully address the environmental factors and result in improvement of the university and community as a whole. The fourth section provides a set of resources for the Task Force as it embarks on its mission.

It is the hope of this report that the insights gained from this environmental scan can assist the university and community to refocus its efforts and reenergize its attempts to create a safe and productive living and learning community.

Section I
Identification of High-Risk Environmental Factors at Miami University and Oxford, Ohio

Environmental scanning requires a review of present and longitudinal data, which is used to verify the correlation between certain environmental factors with behaviors and outcomes. In some cases, well-collected and analyzed data can show the impact of a single policy, enforcement effort, or bar special on population behavior. More often, a rich data set can show the effects of coordinated comprehensive prevention efforts over time, identifying areas where more attention and resources are needed.

Unfortunately, adequate documentation of the high-risk environment at Miami University and Oxford Ohio is hindered by limited data collection. Currently, only first-year student data is collected through the Alcohol.Edu program, along with data of police citation and/or campus judicial involvement, which does not always paint an accurate picture of the whole environment. This evidence gap will be addressed in later sections of the report, but it is important to note here that the lack of data limits the ability of the environmental scan to verify the cause and effect of factors on specific behaviors and outcomes. As a result, the identification of factors outlined here relies more heavily on observations and key stakeholder opinions and experiences. It will be critical to collect data more systematically in order to verify correlations.

In general, however, the review of existing data, stakeholder interviews, and direct observations reveals the Miami University/Oxford, Ohio environment and culture as truly alcohol-dense. Alcohol is readily available to students of all ages, and the consumption of alcohol is heavily promoted, normalized, and appears to be a perceived route to social success for students, and to first year students in particular. While abstainers exist on campus, they are significantly marginalized and find little in the environment to support their choices and lifestyle. Excessive alcohol and other substance use are presented by stakeholders as an essential aspect of student life, and the majority of social events appear to be centered in consumption. More disconcerting is the observation, verified across interviews with students, staff, and community members, of a lack of consciousness about the environment's toll in lives, injuries, personal consequences, social costs, or depleted resources. In short, the majority of the community seems to have accepted the environment as part of the Miami/Oxford experience. This is a typical finding in entrenched environments, where the factors themselves and the behaviors they foster are fairly invisible to the community. It is a key factor to address as the Task Force moves forward.

It is interesting to note the sharp contrast between the alcohol environment and the tobacco environment. Miami University is truly tobacco-free; compliance to the policy is evident across the campus. Non-use of tobacco appears to be the norm across campus. It is interesting to note, then, the open resistance to existing alcohol policies,

where violations of policy are easily observable, and policy is not considered the norm of the population's attitudes or behavior.

Specific aspects of the Miami University/Oxford Ohio environment are detailed below.

Access and Availability of Alcohol and Other Substances. While the presence of alcohol itself is not a significant contributor to high-risk consumption, studies have shown a direct correlation between the ease in which students are able to access alcohol and consumption rates. Environments that maintain a high control of substances, particularly limiting access to underage drinkers, tend to see lower rates of high-risk consumption.

The access and availability of alcohol for Miami University students of all ages is striking. First-year student data suggests that there is no deterrent to obtain alcohol either on campus or in the community. Sources of inexpensive alcohol observed include:

- Residence halls, which is often the location for "pre-gaming," or consuming large amounts of (typically) distilled spirits to prepare for a social event;
- Open parties in residences near campus, where alcohol is often unidentified as "punch" or large amounts of beer are available.
- In licensed establishments, either through the use of manufactured false identification or through the sharing of wrist bands, or through direct service to minors.

It appears that the availability of alcohol is most controlled on campus, where residence staff are trained to cite underage students found with alcohol. However, conversations with several of the student resident advisors suggest that this is an uncomfortable role, and several confided that they do not fully share the belief that alcohol in underclasspersons residences is problematic. The amount of documented pre-gaming among first-year students suggests that the residence alcohol policy may not be accomplishing its larger intent of communicating a set of standards concerning underage alcohol consumption.

It appears that there is also fairly easy access to marijuana, prescription medication, and illicit drugs such as heroin. Ritalin and Adderall were cited often, as were prescription opiates. Sources for these substances range from fellow students to local residents of the Butler County area.

Presence of High-Risk Promotions. High-risk promotions influence consumptive behavior on two levels; first, promotions often reduce the price of alcohol, which increases consumption particularly among college students who are price sensitive (regardless of the amount of disposable income available to them). Second, high-risk promotions encourage a specific type or style of consumption, focusing heavily on rapid or excessive consumption as part of the activity. Examples found in the Miami University/Oxford Ohio environment include:

- "Beat the Clock" specials in licensed establishments, which offer lower prices for alcohol purchased and consumed earlier in the afternoon.
- "Green Beer Day" which offers both a ritual and tradition that includes the consumption of alcohol beginning early in the morning and continuing throughout the day.
- Annex Fraternity House parties, which are often expressed as central to Greek life for the campus and seen by first-year students as an important acculturation activity.
- Various drink specials and alcohol-focused events throughout the year. One such promotion, occurring on a Tuesday, can be seen in first-year consumption data, despite the fact that this population is largely underage.

High-Risk Practices, Rituals, and Traditions. Practices, rituals and traditions are particularly powerful in that they imbue meaning; participants believe that the practice becomes essential to fully accomplish a social goal or create significance to an experience. Practices, rituals and traditions are entirely dependent on the environment; environments supply the resources, opportunities, and cultural feedback that imbue meaning. College campus environments are particularly rich in such rituals and traditions, and are often replicated or carried across generations with little critical reflection. While rituals and traditions are essential for any culture, the centrality of alcohol or other drug consumption to the tradition, ritual, or practice increases the risk for problems, particularly when intoxication is part of the ritualized experience. In many cases, college traditions that once held meaning in their celebration of significant life events, cultures, passages, or accomplishments have now become centered on alcohol and intoxication, where the event becomes the excuse for excessive consumption. Examples include "21 at 21" where college students attempt to consume 21 shots on their 21st birthday, St. Patrick's Day, Bid Day, Big Brother/Sister selection, athletic events, and mid –terms/finals.

At Miami, a number of rituals and traditions appear to be centered in alcohol consumption and/or intoxication. Most notable was the weekly migration of students from the residence halls to the off-campus parties and then to the bars. Campus police note the consistency of the migration, and can predict when students will travel, when parties will end, and when students will begin returning to the residence halls after bar close. On Friday, September 12, more than 1000 students were observed in the ritual, and the campus police predicted that they would be responding to calls for service to rescue acutely intoxicated students into the morning.

A second ritual of concern is "Green Beer Day." While university officials note that the behaviors and related problems of the event have waned over the years, it is striking that many students see this single promotion from licensed establishments as a tradition of Miami University and an essential experience before graduating. Its power is derived from the already established tradition of St. Patrick's Day, which has been reinterpreted by the alcohol industry as a day to over-consume alcohol.

Gaps in Policy. A review of the existing policies of Miami University, Oxford, and the state of Ohio reveal a complete set of policies that should support low-risk behavior, responsible sales and service of alcohol, and responsible social host behavior among fraternity chapters who serve as the primary source of off-campus parties. Unfortunately, many of these policies are inconsistently enforced, and a majority of Miami students appear to be unaware of these policies.

One significant gap in policy that has recently been addressed concerns the use of alcohol and high-risk behavior on university-sponsored events such as student learning programs abroad. Unfortunately, this policy appears to be created in a reactive fashion and oversteps the goal or intent of addressing high-risk behavior when representing the campus. Review and reformation of the policy may be necessary.

A second gap surrounds social host ordinances that could address the use of private property for high-risk social events on a regular basis. Miami and Oxford police now focus on breaking up a disruptive party and do not have appropriate policy mechanisms to cite landlords of houses that are regularly used for large, high-risk parties. Currently, a number of rentals in the "square mile" have been passed down for generations among students, and consistently host parties that present a danger to students and neighbors. As a result, a significant number of permanent residents, feeling unprotected, have left the area. Policies that enable significant consequences for properties that regularly host illegal parties (sales of alcohol without a license, procurement of alcohol to minors, etc.) are needed.

In a similar fashion, policy that encourages the voluntary or mandated use of lease termination clauses for illegal, disruptive, or unsafe behavior on the rental property should be explored. Loss of the lease has proven to be a string motivator for many students in campus communities, and can assist with reducing police visits, complaints, or calls for service. Such policies are in the best interests of landlords, who often offer them voluntarily. However, it appears that there are a number of properties in the square mile that are rented by absentee landlords, who may require stricter controls for property management.

Finally, it appears that there are no local policies that enable the city of Oxford to address high-risk sales and service of alcohol, including timed price specials, service to minors, and service to intoxicated patrons. Oxford's most notorious establishments, Woods and Brick Street, appear to have limited responsible hospitality procedures, and have little accountability to the city for high-risk or illegal practices. Often filled to capacity, it appears to be impossible for a bartender or wait staff person at either venue to effectively monitor the number of drinks being sold, the exchange of wristbands to underage drinkers, or the use of false identification. Other establishments as well practice high-risk promotions that appear to be accepted by the Chamber of Commerce and local residents.

Inconsistent Enforcement and Adjudication. The enforcement efforts at Miami University and Oxford Ohio appear to be reactive rather than proactive and focused almost entirely on the drinker rather than the server or host.

- Citations from resident advisors and campus police most often occur when a violation is observed when responding to a rescue or other issue.
- There are no targeted enforcement efforts on campus or in the community, and police describe past efforts of targeted enforcement as unsuccessful.
- Police focus on breaking up "wild" parties, scattering the students off the property but not investigating or citing common social host violations such as procurement of alcohol to minors or sales of alcohol without a license (through sales of red cups at the door).
- There is currently no mechanism in place to provide meaningful consequences for those who sell to, serve, or procure for minors or intoxicated patrons/guests. In cases where police find underage students drinking, the student receives a citation but there are no consequences for the server, host, or landlord.
- Consequences are primarily fee-based, which tend to be less effective in student populations that have significant disposable income.
- Students consistently expressed the ease of "getting out of trouble" when cited by campus or community police due to current policies, programs, and local judges.
- The Ohio Department of Safety Investigative Unit, which provides enforcement and citations for adjudication by the Ohio Alcohol Control Board, is rarely seen in Oxford, and has had little if any effect ensuring that legal beverage service is maintained in Oxford.
- Sanctions against Greek chapters do not appear to have changed the majority of social host practices among Miami's fraternities with the exception of one chapter who has begun managing its annex parties more effectively.

Miami University has an impressive system of educational sanctions for students found to violate campus or community alcohol policies. However, it is unclear what effect these practices are having on the environment or student behavior; few students expressed concern or praise for the intervention, and although the number is not formally tracked, it appears that recidivism is high (one staff estimated it at 40%). While the system itself seems appropriate, it is likely that other enforcement efforts on and off campus are not working in synch with these efforts.

Community-Wide Policy Knowledge. One Miami University administrator observed that Miami University students live in a bubble, often unaware of the larger world around them and the many realities that exist beyond the comfort, security, and privilege of their campus experience. A similar observation can be made concerning the consciousness of Miami University students – and several staff, faculty, alumni, administrators, and local residents – regarding the alcohol environment and its effects on university and city resources, student wellness, and overall quality of life for the larger population.
In essence, the role of policy is the creation of a set of expectations for community members. Parents, students, business owners, landlords, and all other members of a campus community must have a clear understanding of the standards and thresholds of

behavior within a community, and must be able to determine if their own behavioral standards "fit" with those of a community.

Policy awareness and knowledge serves multiple roles in shaping environments. Policies should provide a bright line distinction for behavior, indicating what a community will and will not tolerate. Unclear or vague policies, or policies that are unenforced, are more likely to be ineffective in shaping community behavior, particularly for traditional-age college students. Moreover, policy should be observable – there should be clear models of compliance easily recognized in a community; observable policy violation without intervention eliminates the effectiveness of policy.

Policy knowledge appears to be a significant factor at Miami and in Oxford:
- Students voiced apathy toward or disagreement with existing campus alcohol policies and confusion with the Good Samaritan policy.
- Few stakeholders (including students) could articulate the policies in place in either Miami University or the city of Oxford or suggest improvements toward policy change.
- Examples of policy violation appeared regularly during the visit. Fraternity violation of their own national corporation policies, city ordinances, and Miami University policy occurs on a weekly basis and appears to be fairly uninterrupted.

Stakeholders spoke consistently about the number of Miami University parents who call and complain or defend (often belligerently) their adult child who is held accountable for their behavior through a police or university citation. Similar stories were shared by police of students who would tell police or dispatcher that "I pay your salary" or "Do you know who my parents are?" This suggests that a portion of students and parents perceive Miami University policy as malleable through complaint or social status. This is remarkable given Miami's "three strikes" policy, which students seem to dismiss as they see their ability to "talk down" a strike. As noted earlier, the university's alcohol policy is not yet considered an accepted community standard or social norm. There are a variety of explanations for this, ranging from the way in which the school is marketed or students are recruited to the ways in which orientation messages are not reiterated across the student/parent experience.

Inconsistent Community Messages about Alcohol. Social environments consist of a number of direct and indirect messages that create cues for behavior. These messages can be found in a wide variety of sources, from authoritative messages sent through formal channels to stories that are shared among members of a community. Social theory suggests that humans, especially those who are new to an environment or culture, rely heavily on messages to determine local norms and mores in the culture. This includes the messages of feedback that individuals receive as they behave in ways that were considered normal in former environments. Mixed or inconsistent messages indicating both support for and opposition to a behavior tend to be dismissed, as these messages cannot provide reliable determination of the social acceptance of a behavior. Source of the message also adds emphasis; when messages conflict with one another, an individual is most likely to adopt the message of someone who they see as

accomplishing similar social status. This is why peer and celebrity messages have been found to be more effective than messages coming from authority.

There are a significant number of inconsistent messages in the Miami University/Oxford Ohio environment. Several elements are worth noting:

Educational Messaging: Significant efforts by Office of Student Wellness have attempted to educate students about how to reduce the risks of alcohol consumption and the signs of acute alcohol poisoning. Like many universities, Miami utilizes an active peer educator program (HAWKS). Likewise, the University spends a significant amount of its AOD budget on the online education program, Alcohol.Edu, which is mandated for all incoming Miami University students. Given the number of years that these efforts have been in place, there should be a fairly consistent understanding of alcohol consumption and related harms across the student population. While knowledge is never a predictor of behavior, institutional messaging should yield a common language that is expressed in the dialogue across the community, and a common set of beliefs that are demonstrated in population behavior.

No such language was observed at Miami University; students often communicated notions and beliefs about alcohol that contradicted the Alcohol. Edu program and HAWK presentations. Few students could recall the messages of the Alcohol.Edu program, and many admitted that they multi-tasked while videos and segments played in order to comply with the mandate. It is unclear how many students actually practice the knowledge provided in Alcohol.Edu or the HAWKS presentations, but it is clear from first-year data that a number of students behave in ways that are directly opposite of these messages.

In sharp contrast, there are a number of messages in the culture and popular and social media that compete with the educational messaging. Language from these sources was often repeated in discussions with students. These include:

- Miami University's consistent ranking as one of America's top party schools, spoken of often in pride.
- The common expression of identity among Miami University students is "Work hard, Play hard." Students were able to articulate the meaning of this phrase as partying to the same degree in which they studied and applied themselves to academic success.
- A Facebook community page entitled Miami University Party Ticker, described as "a convenient up to date stream of party info in Oxford, Ohio." While the page appears to be rather inactive, it supports the notion that parties are a critical part of the Miami scene.
- The College Prowler, a popular source for information about campus culture, provides pages of student testimony about the availability and access to alcohol, as well as its role in student life. (https://colleges.niche.com/miami-university/party-scene/)
- A page in the "BroBible," a web site dedicated to reporting the best in "bro life" includes a page on Miami University entitled "How We Party"

(http://www.brobible.com/college/article/how-we-party-miami-university-miami-ohio/)

- A YouTube Video of the Miami University Barstool Blackout Tour that has 195,837 views (https://www.youtube.com/watch?v=nFOsbQAOr7g).
- The Twitter site "Miami Blackouts" with 2,259 followers. (https://twitter.com/Miami_Blackout)

Most absent in the educational messaging is the consciousness-building among the entire campus-community about the cost of current alcohol practices among a small minority of Miami University students and local vendors. Knowledge concerning the drinking rate of Miami students, the impact of student drinking on the availability of police and emergency room personnel on any Thursday, Friday, or Saturday night, the cost in staff time and energy responding to and managing incidents of intoxication, assault, rape, and other problems brought on by overconsumption, the cost for repairs to residence halls, the impact of off-campus party houses on community development and real estate, and the realities of what students must endure to embody the mythical "work hard, play hard" mindset, especially for those who do not wish to consume or over-consume alcohol.

Physical Messaging: Physical messaging can be overt, as is the case with advertising, posters and banners, signage and logos, or it can be covert, where messages are transmitted through the use of space and aesthetics such as decoration, physical artifacts, or even building design. These markers instruct individuals about how they can interact with their environment. New York City, for example, applied Broken Window Theory and found significantly less crime, violence, and vandalism on the subway system after removing all graffiti on its trains and stations. Physical messages about alcohol include such things as visible signs and markers about alcohol such as logos, posters, advertisements, drinking paraphernalia, or bottles, cans, and other indicators that express the environment as a place where alcohol is consumed. While these physical messages are not directly correlated to high-risk behavior, they normalize alcohol as a critical aspect of social life and express community standards regarding consumption and related behavior.

Miami University's physical environment on campus is interesting in that it focuses fundamentally on its buildings, all of which look similar in style and structure. It is a highly controlled and maintained physical environment that communicates prestige, affluence, and privilege. However, it offers few cues to students about student life, multiculturalism, or civic engagement. There are few physical indicators about the life of students on the campus; a very few homemade signs indicated some student activities, but they were muted by the professional landscaping, building design, and school logo banners. A positive benefit of this environment is that alcohol's physical presence on the Miami campus is minimal. On the surface, there is little to indicate to new Miami students that alcohol consumption is a central tenet of their lives; in fact, there is a mass exodus of students to off campus locations to engage in these practices. But there are also no overt or covert physical signals that express there is meaningful recreational or social life for students on the campus.

This is in sharp contrast to the physical messages apparent in the community (and in particular, the "Square Mile"). Alcohol's physical presence is abundant in the Oxford community. Alcohol signage and marketing dominates the "Uptown" area of Oxford, and is reified by the number of patio seats where conspicuous consumption remains on display. In nearby residential areas, signs on houses indicate a set of behaviors that are in significant contrast to the image created on campus. Many of the house signs suggest a significantly different set of values and aspirations than that of the university, and as such, undermine the many efforts of the university to show its mission and values.

Messages about policy, ways to reduce risk, the probability of meaningful consequences for violating policy, and the importance of alcohol in the college experience are expressed inconsistently across the faculty, staff, student leaders, alumni, and local residents and businesses.

- Messages about the essential role of alcohol in the Miami University experience were expressed by faculty, student leaders, alumni, staff and administrators, and messages about the ability to have a positive and fulfilling experience at Miami without the excessive consumption of alcohol were expressed only by peer educators and Wellness staff.
- Several stakeholders reported that some faculty cancel classes or tests on days they assume the majority of their students will be hung over.
- Messages communicated by peer educators, Alcohol.edu, and Wellness staff are often contradicted by stories circulated across student groups of successful risk-taking
- Messaging about alcohol, and intoxicated behavior in particular, is quite abundant on Miami University-related social media. Several social media groups focus heavily on intoxication-related outcomes such as blacking out, hooking up

Often, inconsistency of messaging occurs through silence, which is most often perceived by young adults as a sign of acceptance and permission. This appears to be the case for the university and community. There is a lack of dialogue across stakeholders in the community about irresponsible sales and service, high-risk substance use, and the sheer amount of university and community resources—from emergency medical, police and rescue services to Student Affairs staff—that are used to respond to incidents resulting from overconsumption. In addition:

- The number of campus and community stakeholders who are actively involved in dialogue about the issue appears to be small.
- There is a clear sense of resignation about underage drinking and large disruptive parties expressed among university staff, administrators, and student leaders.
- The belief that the irresponsible sales and service of alcohol in Oxford is unlikely to change was expressed among police, city leaders, university administrators, and others in the community.

Section II
Critical Elements Required to Address the Alcohol Environment at Miami University

1. The Task Force must collect a much broader set of data about student behaviors, patterns, perceptions, motivations, consequences, and impacts related to alcohol and other substance consumption.

Currently, Miami University has very limited data about student alcohol consumption that is drawn from first year students through Alcohol.edu. Additional data has been collected from small pools of students for a variety of research projects. Population-wide self-report data is critical to this effort but must be undertaken thoughtfully and carefully. A number of existing student self-report survey items are available in the public domain. The Harvard School of Public Health College Alcohol Survey is recommended as a base set of items to which additional questions can be added. Ultimately, a self-report survey should measure:

- Student consumption behavior in past two weeks, providing a clear indication of student consumption in four categories:
  - Abstainers
  - Moderate consumers
  - High-risk consumers
  - Frequent high-risk consumers
- Location of consumption, reported by consumption level
- Type of alcohol consumed
- Average blood alcohol content per drinking occasion
- Perceived motivation for drinking
- Primary harms (harms to the drinker) experienced in past two weeks
- Secondary harms (harms to others by a drinker) experienced in past two weeks
- Beliefs and expectancies regarding physical, legal, personal, and academic consequences
- Exposure to alcohol moderation messages and education
- Sources of underage access to alcohol
  - Use of false ID
  - Served without being carded
  - Obtained by social host
  - Obtained by older student
  - Obtained by parent
- Perception of campus efforts to address alcohol issues
- Support for campus efforts to address alcohol issues
- Normative beliefs regarding alcohol consumption of peers and student support for policy.
- Demographic data that enables cross-analysis by major, year in school, residence, age, gender, fraternity/sorority affiliation, student organization affiliation, work status, and GPA.

Such data collection must be done in collaboration with University Assessment efforts. Currently, a master assessment plan has not been put into place to better coordinate student surveys across the campus. Such coordination is a critical next step, and the Task Force must take a significant role ensuring that any surveying about alcohol use and attitudes is not undermined by competing surveys, leading to student survey fatigue. To this point, the Task Force should examine the return to classroom sampling as online surveys to students have shown significant declines in their return rates. It is critical that the Task Force is able to report data from a full, robust, and representative sample of students.

In addition, the University and city must work closely together to better identify, document, and track data collected from the community, including:
- Students receiving medical attention for over-consumption (including but not limited to police calls for rescue)
- Underage students who are cited for using false identification
- Alcohol-related police calls for service
- The cost of structural repairs related to intoxicated behavior
- Alcohol-related complaints received by campus and community residents
- Alcohol-related vandalisms, assaults, sexual assaults reported or observed.
- Diverted resources to address alcohol-related incidents.

2. The Task Force should develop a comprehensive strategic plan to address the environment at Miami University.
Currently, there is no formal strategic plan in place at Miami University that can guide, direct, and measure change. Such a plan is critical to the success of the Task Force for a number of reasons, from the ability to unite the campus and its many stakeholders toward a set of goals and objectives to the ability to focus evidence-based strategies into a comprehensive plan that enables these strategies to provide collective and complimentary impacts across the campus that can be measured and evaluated. It is highly recommended that the Task Force assemble a broad range of stakeholders to provide input using efficient and effective methods of community organizing, but to focus the development of goals and objectives and the selection of evidence-based strategies using the data collected as a guide for prioritization.

3. The Task Force must actively and comprehensively build awareness of the alcohol environment to the campus and community.
As mentioned earlier, there is a significant lack of awareness and understanding of the issues related to alcohol across the student, faculty, staff, alumni, administrators and the local community. It is recommended that the Task Force make this their first and utmost priority, using collected data in clear and compelling visuals that communicate the relationship between unaddressed aspects of the alcohol environment and the ways in which the quality of the university, the student experience, and the economic and social quality of life for both students and residents can be improved by addressing these elements. Recommended actions include:
- A clear and cogent presentation about the current state of the alcohol environment and ways that it is affecting the university and community should be

created and widely adapted for a variety of stakeholder speakers and audiences, including, but not limited to:

- o Student Government
- o Student Organizations and Advisors
- o Student Affairs Staff
- o University Senate
- o College Deans/Department Chairs
- o Parents Association
- o Alumni Association
- o Chamber of Commerce
- o Local Civic Organizations
- o Neighborhood Associations

It is critical that such a presentation avoid blame and present the issue as a shared experience across all stakeholder groups. The presentation should be framed as a way to improve the quality of the university and student experience, and should encourage dialogue among and across stakeholder groups.

- A set of guided experiences for university, community, and student leaders that has three fundamental goals:
  - o To increase the awareness of the outcomes of the current environment
  - o To increase the awareness of the environmental factors responsible for the outcomes being witnessed or discussed
  - o To increase the perception of the effort as being collaborative, focused on the interests of all stakeholders, and requiring active participation of all stakeholders.
- Guided experiences are carefully facilitated, enable stakeholder discussion and perspective-sharing, and include "active" observation of the environment. Examples include, but are not limited to:
  - o A late night "bar walk" to show the effects of bar closing on the uptown area.
  - o Neighborhood party tours (by van) during key party evenings to show community members and university administrators the phenomenon.
  - o Public deliberation on specific topics related to the alcohol environment that enables students, faculty, and community members to share knowledge and opinions and assist in the creation of viable solutions and the deployment of evidence-based strategies. These include community forums, student forums, community roundtables, and in-class discussions.
  - o Ride-along programs for student leaders with local police.
  - o Civic engagement opportunities at the ER during heavy drinking periods.
- A coordinated effort across existing message units (orientation leaders, resident hall advisors, peer educators, admissions staff, faculty, advisors, University Communications and University Senate to present a clear and cogent picture of the Task Force's role in organizing and facilitating the collaborative efforts of the university to improve the environment for all students. Consistent messaging about the Task Force as a facilitator that values the shared interests of all stakeholder is essential as the effort can and will be quickly characterized as being a negative or unwanted change agent or prohibitionist group.

4.   **The Task Force should develop and communicate an inclusive and transparent process for data collection, strategic planning, strategy selection and implementation, and evaluation.**
All stakeholders must feel like they have their best interests considered, are well informed of decisions and have opportunities to give input and feedback throughout the effort. There must be a sense of ownership developed across the campus and community for the effort, with clear roles for all. A fluid Task Force membership is recommended where a core team is joined by stakeholders with specific involvement and resources who can participate in aspects of the plan that are of their greatest interest. There must be visible communication from the Board of Trustees, President, and Task Force leadership about the goals and collaborative process of the effort. As often as possible, successes must be credited back to the stakeholders engaged in change and not the Task Force.

5.   **The relationship between the campus Task Force and the broader county coalition must be carefully and thoughtfully established**.
The campus effort, with specific responsibilities surrounding the campus and immediate community environment, should be integrated and aligned with the county coalition. Data from the campus effort should be analyzed with county data to identify patterns and align strategies.

6.   **A comprehensive and elevated effort at intervention and treatment of heavy episodic drinkers is needed across the Miami University student population.**
There is ample evidence across the nation that campus environments are often shaped by a relatively small minority of students who exhibit pre-dependency or addiction and remain untreated. Hidden by the college drinking culture and appearing to be "typical" drinkers by a misperceived norm, "notorious" drinkers who are often the stars of multiple drinking stories often go unnoticed and untreated, yet cause significant and unbalanced influence and impact on the attitudes, belief, perceptions, and expectations of the student population.

A campus-wide effort to build awareness of very high-risk drinking practices and the people most associated with them should be initiated by the Task Force. Pathways to identification from peers, student leaders, faculty, staff, advisors, and even license holders must lead to accurate assessment and immediate treatment, along with recovery support. Students, faculty, and staff must recognize when drinking patterns of individuals are beyond the norm, and need some form of intervention. This is a concept that is distinct from harm reduction, the Good Samaritan policy, or any response to acute intoxication. Instead, this is a community questioning of individuals who make high-risk consumption a weekly practice. Currently, such behaviors are accepted and often celebrated rather than questioned. Student group leaders, who most influence the establishment of norms and expectations, play a critical role in identifying and addressing members of their groups. Faculty and student organization advisors also play critical roles. Exploring engagement opportunities for these critical influencers and

developing clear pathways through trained university staff that occur beyond judicial affairs processes is highly recommended.

The Task Force should also consider if its investment in Alcohol.edu is merited, and whether a population-wide online brief motivational intervention tool may better serve the needs of this environment. Online brief motivational intervention tools such as e-CHUG enable students to receive personalized feedback from a personal survey they complete online. This tool has a significant amount of research supporting its efficacy in moving students from pre-contemplation to contemplation and ultimately, to reducing consumption over 6 and 12 month periods. These systems are significantly less expensive, work to personalize feedback based on well-validated scales, and enable the University to capture a set of data that can be used for evaluation and for identification of high-risk groups.

7.   The Task Force should encourage the University and community to build a supportive environment for students who abstain from alcohol, drink moderately, or are in recovery.
While the University has successfully launched late-night programming and a stellar recreational center, there remains a significant lack of environmental support for students who seek to "play hard" without high-risk alcohol consumption, whether as a lifestyle choice or in order to maintain recovery. Environmental support means the creation and maintenance of visible, socially attractive spaces, places, opportunities and messages that support the choice of abstinence or low-risk consumption. It is likely that such an environment now exists on campus and in the uptown area, but it remains invisible and inaccessible to students. The Task Force must first work to identify these student populations, connect them in meaningful social activities on campus and in the uptown area (including the residential neighborhoods closest to campus and retailers), and actively circulate the stories of successful social accomplishment experienced by these students across the culture. Low-risk activities should be as promoted, highlighted, and circulated across social media as high-risk experiences in the community. Students entering the environment should have clear signs that indicate where like-minded students gather to socialize in low risk ways, and where they are able to find a social network that supports these choices.

Section III
Recommendations for Strategic Planning
The strategic planning process for the collaborative reduction of campus community alcohol problems has been well documented (see, for example, http://www.collegedrinkingprevention.gov/NIAAACollegeMaterials/Handbook/Sect2_EffectiveSteps.aspx). Strategic planning involves four primary activities:
1.   The collection and review of data to identify key priorities, areas of concern, and focal points for change/improvement.
2.   The development of goals and objectives that are actionable, measurable, obtainable, and reflect the bridged interests of the community.

3.   The selection of evidence-based strategies and activities that are tied to specific objectives, with a clear logic model that outlines how these strategies/activities lead to the accomplishment of measureable short, mid, and long-term outcomes.

4.   The creation of an implementation timeline that includes periods of measurement, evaluation, and plan refinement.

Strategic plans become living documents that unify and guide the broad community in their collective efforts to create improvements and outcomes. As such, they require ownership from stakeholders across the community, who see the implementation of the plan as in their best interest.

Data must drive the strategic planning process, and most especially, the determination of objectives and strategies/activities. However, this environmental scan offers several objectives (and evidence-based strategies) that the Task Force should consider incorporating in data collection and strategic planning. This is, however, not an exhaustive list, and should not replace the process outlined above. These include:

- Increase enforcement efforts related to enforcing existing polies, ordinances, and state laws on campus and in the Oxford community.
- Roundtable with police officers about enforcement efforts and outcomes
- Studies that document the outcomes of enforcement and adjudication, and strategies that focus on measuring and reducing recidivism
- Reduce the procurement of alcohol to underage students.
- Increased efforts at training servers and sellers in recognizing and refusing false identification.
- Supportive policies and incentives to locate and eliminate false identification production, distribution, and use.
- Increased citation of those who serve and sell to underage drinkers.
- Campus policy and enforcement that sanctions students for procuring alcohol to minors.
- Increase the percentage of students who are aware of campus, city, and state policies regarding alcohol and other substance use.
- Increase the percentage of students who are aware of community standards and expectations for behavior regarding alcohol use on and off campus.
- Increase the percentage of students who access assessment or treatment.
- Increase the percentage of faculty, staff, parents and peers who refer frequent high-risk drinkers to assessment and treatment.
- Reduce the percentage of students who initiate or increase their alcohol consumption upon arriving at Miami University/Oxford Ohio
- Increase the percentage of students able to identify social groups and opportunities to socialize in low-risk ways.
- Increased enforcement of university and national corporation policies regarding the use of alcohol in recruitment and new member rituals in fraternities and sororities.
- Expanded policy education and messaging to clarify the community standards and expectations of incoming students to the environment.
- Review and revision of motivational interviewing practices among campus disciplinary and advisory staff.

- Review and revision of admissions materials and messaging.
- Decrease the average blood alcohol content of students seeking medical assistance for intoxication.
- Decrease in use of university and city resources used in response to incidents of student intoxication and related behavior.

Section IV.
Resources

A wide range of resources for the selection of evidence-based strategies, measurement tools, and planning approaches are available and can be found at the following locations:

NIAAA College Drinking Prevention "College Drinking – Changing the Culture"
www.collegedrinkingprevention.gov
A set of audience-specific resources for colleges and universities from the National Institute of Alcohol Abuse and Alcoholism based on a task force. NIAAA provides the nation's assessment of level of evidence for strategies campuses can use to make changes.

U.S. Department of Education National Center for Safe Supportive Learning Environments
www.safesupportivelearning.ed.gov
NCSSLE provides a wide range of resources for colleges and universities addressing AOD issues, most from the original Higher Education Center for Alcohol, Drug, and Violence Prevention.

Higher Education Center for Alcohol and Drug Abuse Prevention at Ohio State University
clap.5@ohu.edu (no web site, but expected soon)
Funded by private donors, the Ohio State University will continue the Higher Education Center, offering updated resources, campus technical assistance, and other guidance. Implementation Briefs Available from T. Workman

- Creating a Campus Community Coalition
- Conducting a Bar Walk/Neighborhood Walk
- Communicating Environmental Messages to Community Stakeholders
- Communication Support for Enforcement Efforts

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