

Meeting Notes - AlcoholEdu Sustainability Conference Call Series
Monday, August 12, 2013 – 10:00am-12:00pm

Attendance

Ohio Department of Mental Health and Addiction Services: Nicholas Martt

EverFi: Abby Rogers and Katie Wood

Ohio University's Voinovich School of Leadership and Public Affairs: Holly Raffle, Jennifer Smolowitz, and Nicole Yandell

Bowling Green State University: Faith Yingling

College of Mount St. Joseph: Patsy Schwaiger Willig, Janet Cox, Stephen Craig, Jayne Dipzinski, Jon Bennett

Hiram College: Kevin Feisthamel

The University of Mount Union: Kelleen Weber, Aaron Berger, Phil Rathosky

Not Present: Representatives from: Lorain County Community College, Terra Community College, and University of Cincinnati

Welcome & Introductions

- Holly Raffle and Nicole Yandell introduced themselves as the evaluation team for the Ohio Strategic Prevention Framework – State Incentive Grant (SPF SIG).
- Project Background
 - As part of the SPF SIG, 13 of Ohio's Alcohol, Drug Addiction and Mental Health Services (ADAMHS) / Alcohol and Drug Addiction Services (ADAS) Boards received federal funds (SAMHSA) to address substance abuse prevention among 18-25 year olds in their respective communities.
 - Several of the ADAMHS/ADAS Boards had institutions of higher education in their target population. As a result, ADAMHS/ADAS Boards who were targeting alcohol abuse among 18-25 year old college/university students were eligible to participate in the Higher Education Initiative of the SPF SIG.
 - IHEs were eligible to receive 2 years of funding to support implementation of AlcoholEdu on campus; spanning the 2012-13 and 2013-14 academic years. All but one IHE in the cohort (The University of Mount Union) implemented in 2012-13.
 - The goal of the Higher Education Initiative of the SPF SIG is for participating schools to sustain some type of individual-level alcohol prevention programming designed to reach all first year students after the grant funding cycle ends. Note: IHEs aren't required to remain with AlcoholEdu, but the sustainability of some sort of prevention program is the goal.

Current Implementation Status Update from Each Institution

- Bowling Green
 - 2nd year of implementation.
 - First survey closes on Friday (8/16/13)
 - 1229/3400 students have completed the survey; 556 students have logged in but have not completed the survey. Faith reports to be "ahead of the game from last year."
 - 79 parents have logged in (more than last year).
 - Challenges:
 - Sanctioning portion from AlcoholEdu has some downtime going from year one to year two; resulting in students being unable to access the system in May and June.
 - Technical difficulties for first year student related to logging in. BGSU worked with EverFi to resolve the issues. They are also utilizing facebook/social media to help students get the information they need to log-in and participate in AlcoholEdu.
- College of Mt. St. Joseph
 - 2nd year of implementation.
 - This year they were able to implement a pre-matriculation; last year they did a post-matriculation.
 - As of Friday, they had 133 of 324 freshmen logged in. 1 parent has completed the survey. They are pleased with the results and are receiving positive feedback.
 - Challenges: Technical difficulties similar to BGSU were described.

- Hiram College
 - 2nd year of implementation.
 - Classes start August 26th.
 - Hiram has a different type of academic calendar which may impact implementation somewhat. Implementation is structured around the academic calendar.
 - 4% of students have completed the program.
- University of Mount Union
 - 1st year of implementation.
 - Survey opened on July 8 with a 50% response rate to date.
 - Survey required for incoming first year students.
 - 4 pre-groups have been addressed face-to-face and received information regarding AlcoholEdu. The 5th group is meeting today.
 - Challenges: Technical difficulties similar to BGSU and MSJ were described.
- EverFi: Abby Koenig noted that EverFi was working hard to resolve the technical issues. She recommended that project directors maintain close contact with Katie to assure that their students are getting the best possible delivery of AlcoholEdu.

Review of Sustainability Module

- This document must be completed and returned to OMHAS by April 15, 2015.
- The goal of the Sustainability Conference Call Series to assist IHEs with completing the Sustainability Module and developing a Sustainability Plan.
- Our hope is that OhioMHAS, EverFi, and Ohio University's Voinovich School of Leadership and Public Affairs can provide necessary training and technical assistance.
- Most importantly, we hope that participants will work together as a cohort to help navigate the issue of sustainability.
- One possible source of technical assistance is the institutions who are currently utilizing AlcoholEdu. There is the possibility of these schools joining the calls to respond to questions or to "tell their stories". There are schools nationwide that are using the program, but there are numerous schools right here in Ohio that already utilize AlcoholEdu.

Building a Sustainability Team

- How do you go about doing this?
 - Look at committees that your college/university already has in place and see if you can develop a "task force" or "sub-committee" to focus on this project.
 - Choose wisely – look for a wide range of people/representatives.
 - With sustainability, it is important to have the *right* people at the table. Did we look at all of our options for partners (i.e., obvious partners, "odd" partners, external partners)?
 - Examples of people for sustainability team: Campus Life, Dean of Students, Student Health Services, Athletics, External Partners, IT
- Overview of Sustainability Teams to Date
 - College of Mount Saint Joseph: Dean of Students, Athletic Director
 - University of Mount Union: IT, students, Dean of Student, GA, Resident Directors
 - Hiram College: Alcohol Prevention Task Force, Offices that work on retention efforts
 - Bowling Green: Met with ADAMHS Board (external partner) in order to lay the foundation for next year.
- EverFi shared some ideas for building a sustainability team based upon their experiences with AlcoholEdu partner schools:
 - IT contact is key!
 - Follow-up with partners frequently to engage them.
 - Be strategic with the data and information you share about your program – know your audience and what data and information will best resonate with them.

- Consider what will you do with the data from AlcoholEdu. The data from AlcoholEdu is actionable data; how will you utilize it to garner the support you need?
- Some campuses have collected additional data along with the AlcoholEdu data. (e.g., tracking dorm damages – damages have lowered; showing the return on investment in implementing AlcoholEdu).
- EverFi shared that other AlcoholEDU partner schools have utilized external partners to deliver the program on campus. Community coalitions have helped leverage grant funding. EverFi can assist with grant proposals if needed.

Thinking Ahead to Sustainability Questions 1-4: How can we help?

- Sustainability Questions 1 & 2:
 - What do we need to do?
 - Why do we need to do it?
 - Consider creating an elevator speech regarding what you need and why you need it. For those in year 2, the speeches may include data already collected.
 - Consider highlighting how can this task force help the colleges/universities move forward with their goals of retention, student wellness, etc.
- Faith from BGSU commented that she was unsure of the actual cost for AlcoholEdu.
 - What will the actual cost be for the stakeholders?
 - How can you ask for funding if you don't know how much you need?
 - Is there a benefit to multiple schools going in on this together (i.e., shared services agreement)? Yes!
 - Cost varies from institution to institution – based on the class size of the incoming students.
 - Range is based on various factors (how long it has/will be implemented, etc.).
 - **ACTION ITEM:** For information on your institution's investment to implement AlcoholEdu on campus, email Katie Wood (kwood@everfi.com).
- Shared Services Agreement
 - Participants on the call seem to be interested with Faith looking into the shared services idea.
 - **ACTION ITEM:** Faith will contact all SPF SIG partner schools and begin exploring ideas for a shared services agreement.
- Hearing from other AlcoholEdu Partner Schools
 - Participants on the call seem to be interested in hearing about other institutions' experiences with AlcoholEdu. Specifically:
 - Implementation – what has worked for them and what has not worked.
 - How do they use their data to engage some external partners?
 - **ACTION ITEM:** Given the interests of the group, EverFi will determine the best match partner school to join us on the next call.

Next Steps

- The next calls are Monday, September 9th and Monday, October 14th at 10:00 am.
- Participants should think of questions they have for the partner schools.
- Meeting notes will be distributed along with a contact list.
- An agenda for the next meeting will be distributed prior to the next phone call.