

**Meeting Notes – Sustainability Conference Call  
Monday, January 13, 2014 – 10:00 AM-11:00 AM**

**Attendance**

- *Ohio University*: Holly Raffle and Jennifer Smolowitz
- *LawRoom*: George Homer, Eytan Klauer, and Paxton Hehmeyer
- *Ohio Northern University*: Chad Shepherd
- *Georgetown University*: Carol Day
- *Bowling Green State University*: Faith Yingling
- *Hiram College*: Kevin Feisthamel
- *The University of Mount Union*: Kelleen Weber
- *The College of Mount Saint Joseph*: Patsy Schwaiger, Jon Bennett, and Stephen Craig
- *The University of Cincinnati*: Regan Johnson
- *Lorain County Community College*: Jim Powers

**Notes**

During this Sustainability Call we were joined by the following two representatives who currently implement Campus Clarity's "Think About It" program at their institutions: Chad Shepherd (Director of Student Conduct, Student Discipline Administrator) from Ohio Northern University and Carol Day (Director of Health Education Services) from Georgetown University. Additionally, we were joined by the following representatives from LawRoom, which produces Campus Clarity: George Homer, Eytan Klauer, and Paxton Hehmeyer.

**Campus Clarity's "Think About It" Program**

- Chad Shepherd and Carol Day each gave an update on how their schools utilize the program at their institutions (Please see attached responses).
- The team from LawRoom spoke about Campus Clarity's data collection as well as the program's content.
- In regards to the content, the first part of the program consists of 92 questions (36 are survey questions regarding each student's behaviors and attitudes toward alcohol use, substance abuse, and sexual violence, 16 questions give the students immediate feedback regarding the live social norms (peer's attitude and beliefs) , and knowledge questions). Part 2 acts as a follow-up to Part 1's questions. Part 3 expands on the questions from Parts 1 and 2.
- In regards to reports, Campus Clarity offers the following four types of reports: Administrative, feedback, demographics, and insights.
- Administrative reports represent compliance. They highlight the students going through the program (how many have signed up, students' progress, completion, etc.). Included in these reports is data and information from non-students.
- Feedback reports look at students' ratings and comments for the different courses.
- The demographics reports break down each demographic component that are asked during registration (ethnicity, housing, athletic affiliation, etc.).

- The insight reports show data of how the students answered each question. The questions can be broken up into various categories and topics. The data can be represented in graphs and tables, and includes the most recent data collected.
- Other features of Campus Clarity's program include administrative tasks such as sending reminder notifications, scheduled program dates, etc.
- George Homer spoke to the group regarding "real-time" data. He pointed out that Campus Clarity's program allows you to pull the data from the system yourself, while other programs require assistance.

### **Sustainability Module**

- Holly Raffle reminded everyone that the Sustainability Module is due on April 15<sup>th</sup>, 2014.

### Next Steps:

- The February call will be on February 10<sup>th</sup>, 2014 at 10:00 AM. During this call, everyone will provide the group with an update regarding their progress. Those on the call will be able to provide one another with feedback while helping each other move forward.

### Action Items:

- Jennifer will work with the group to help them brainstorm a list of questions they would like to discuss on the next call.

**Campus Clarity: Outline for Partner Schools**  
**Responses from Chad Shepherd (Ohio Northern University) & Carol Day (Georgetown University)**

**1. Please provide us with some background information regarding your school. Discuss the size of the student body, the location of your school (city, rural, etc.), the number of students involved in the Campus Clarity Program, and any other information you think will be beneficial to the group.**

Georgetown University is a private, medium-sized university on the outskirts of Washington D.C. It is mostly a residential campus, but is only a 5-7 block walking distance from bars and other activities.

The Campus Clarity Program is mandatory for all first-year students (about 1600 students). With a near 100% response rate, overall feedback for the Campus Clarity Program is that it is a much better product than what the institution previously used (AlcoholEdu).

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Ohio Northern University is a smaller school with a total population of 3500 students (2500 live on campus). The Campus Clarity Program is offered to first-year students (approximately 650 students this year). The program is mandatory for all first-year students and pre-matriculation data is collected 2-3 weeks prior to the students arriving on campus.

This is Ohio Northern's first year using the Campus Clarity Program, but overall the feedback has been positive. The students feel the program is more interactive than other programs that were used before. Like Georgetown, Ohio Northern University saw a near 100% compliance rate.

**2. How long has your institution been using the Campus Clarity Program? What originally brought you on board? What made Campus Clarity stand out among other vendors?**

This is the first year that both schools have been using the Campus Clarity Program. Georgetown University was part of the group of Jesuit schools that were introduced to the Campus Clarity Program as an option for their prevention requirements.

For the past 10 years, Georgetown had been using AlcoholEdu. The students felt the program was not sophisticated enough and were not taking it as seriously as some would hope. General student feedback for Campus Clarity is that the program is more edgy, interactive, engaging, and fun. Additionally, the program is more comprehensive, as it offers a sexual assault component.

Ohio Northern's contract with AlcoholEdu was finished so they looked for a program that was more cost-effective and a better fit for the students. Additionally, they liked that Campus Clarity's program offered a sexual assault component.

**3. How does your institution utilize the Campus Clarity Program? For example, is it used for disciplinary purposes or during first year student orientation?**

At Georgetown, all first year students are required to complete the course. The university offers other initiatives such as Social Norms Campaigns (11x14 posters in bathrooms and residence halls (relevant health topics), sexual assault awareness programs, and providing a point person for peer involvement sanctions (ex. if you are concerned about a friend's drinking habits).

At Georgetown, students who do not complete the program will have it held against them if they receive an alcohol sanction.

At Ohio Northern University the program is a requirement for first-year students. Once the program makes their sanction course(s) available, the school will utilize that component as well.

Chad pointed out that the Campus Clarity program is tailored to fit the needs of each institution (religious expectations, relevant experiences, etc.).

**4. Who from your institution is involved with sustaining the efforts of the program?**

At Georgetown the following offices are involved in sustaining the efforts of the program:

- Director of Health Education Services – Carol Day
- VP of Student Affairs
- Associate VP for Student Health
- Director of Conduct

At Ohio Northern the following offices are involved in sustaining the efforts of program:

- Student Affairs
- Counseling Center
- Admissions Office

**5. How is your school funding the Campus Clarity Program? Are there particular fundraising ideas that have worked better than others? Please share with us what tactics you have found to be the most beneficial.**

Both Georgetown and Ohio Northern utilize student fees and the help of various offices to fund this program. Both schools utilize the funds they were using before and have not had a problem funding the Campus Clarity Program.

**6. Please share with the group and challenges and/or success stories you have come across along the way.**

Both Carol and Chad feel that the staff behind Campus Clarity is easy to work with. They mentioned that the program can be tailored to fit each school's wants and needs. Additionally, both felt it was an easy transition going from AlcoholEdu to Campus Clarity.

**7. What is some advice you could offer to the schools as they think about using the Campus Clarity Program from here on out?**

Carol from Georgetown offered the following advice:

- Everyone needs to have some sort of prevention program – it's the right thing to do
- Look for a product that is up-to-date and relevant for the students and their needs (lifestyle, experience, etc.)
- Consider offering incentives

Chad from Ohio Northern offered the following advice:

- Keep the prevention new and engaging for the students
- Speak with the key people implementing the program – make sure you're all on the same page
- Consider offering incentives – you need a complete set of data in order to see the program's success
- Consider checking out various ways in which you can use the program (in the classroom, etc.)

**8. Who handles the logistics of the Campus Clarity Program at your school? Are they handled by one specific office or are multiple offices involved?**

At Georgetown the following offices handle the logistics:

- Health Education Services
- Assistant VP of Student Health
- Registrar Office
- IT Department
- New Student Orientation

At Ohio Northern, the logistics are handled by the Office of Student Conduct.