Pennsylvania State System Coalition
for
Prevention and Reduction of Underage and Binge Drinking

Vision Statement

The Pennsylvania State System Coalition measurably will improve the quality of life and student success on its constituent university campuses by implementing innovative and evidence-based strategies for the reduction of high risk and dangerous drinking by students, while promoting harm reducing and health promoting values, in its academically challenging and culturally rich campus environments.

Mission Statement

It is the mission of the Pennsylvania State System Coalition for the Prevention and Reduction of Underage and Binge Drinking to provide education and prevention services that will assist students attending the 14 State System universities reduce the high-risk and illegal use of alcohol; empower campus communities to successfully establish expectancies for healthy, legal and responsible alcohol use for its constituencies; foster student adoption of healthy, legal and responsible alcohol use behaviors; improve students’ campus experiences; and promote student success.

Through the grant, “Challenging the Primacy of Alcohol in the Campus Culture of the 14 Universities in the Pennsylvania State System of Higher Education,” the universities will collaborate to develop organizational partnerships and support systems for the efficient delivery of NIAAA strategies and State System best practices in alcohol prevention, enabling participating institutions to achieve the goal of reducing underage and high-risk alcohol use by students system-wide.

Values Statement

The PASSHE Coalition is committed to the principles of respect for the individual, engaged student learning, good citizenship, shared community standards, collective action, extended partnerships, innovative approaches to address complex issues, excellence in programs and services, thoughtful stewardship of resources, and dedication to improving the quality of life on constituent campuses and in the surrounding communities.
**Systemic Change**

As members of the Pennsylvania State System of Higher Education (PASSHE), the Pennsylvania State System Coalition values each constituent institution’s efforts to provide students with exemplary educational programs that foster student learning and student success. We recognize that graduates of our respective institutions must possess and demonstrate contextually appropriate cognitive, social and personal maturity. In support of those goals, the coalition members strive to reduce the impact that dangerous and illegal uses of alcohol by PASSHE students have upon their full and successful participation in the learning opportunities offered at the respective universities. We recognize that our efforts must be grounded in the student learning outcomes advanced at each institution while assuring that each campus has a program fully able to provide prevention, education and intervention services responsive to its students’ needs and contextually appropriate to its campus culture.

**BEHAVIOR CHANGE**

- Reduce the frequency and severity of alcohol issues on each campus;
- Increase student adoption of protective behaviors when using alcohol;
- Reduce the impact of alcohol use on student academic performance.

**STUDENT LEARNING and SUPPORT**

- Enrich students’ learning by incorporating issues of alcohol into research, internships, service learning and student employment opportunities in cooperation with faculty and staff partners;
- Strengthen the universities’ infrastructures to support and provide programs and services that fully address student alcohol issues.

**COLLABORATION**

- Continue coalition’s work after the Department of Education grant ends. System leveraging of knowledge and resources advances the efforts on all the campuses;
- Use technological resources of the campuses to improve collaboration and service delivery while keeping costs down;
- Seek other grant resources. Campuses need additional resources to assure full program development and implementation system-wide;
- Seek to cultivate and expand linkages with state agencies, and other non-university partners;
- Evaluate the effectiveness of our efforts through a comprehensive outcomes assessment program with the goal of continuously improving our programmatic and behavioral outcomes system-wide.
Strategic Themes and Overarching Principles
2010-2015
Organizational Infrastructure and Leadership

PASSHE universities must develop robust infrastructures and dedicated resources to support programs designed to address the structural, behavioral, and cultural components of substance abuse on the campuses. Infrastructures must be comprehensive and encourage the coordinated engagement of campus and community leaders, faculty, staff and students in creating systemic change.

SYSTEM-WIDE STRATEGIES

- Identify university and system resources that can be utilized to build and sustain programs, engage appropriate numbers of staff, assess programmatic outcomes, and secure technologies required for full program implementation.

UNIVERSITY-WIDE STRATEGIES

- Engage leadership and involvement at all levels, and among all constituent groups, within the universities in the examination of student alcohol use and enhancement of substance abuse prevention. This needs to be a campus priority and not the sole purview of an office or division of a university.
- Develop a standing university-based advisory council comprised of multiple stakeholders to provide guidance, support and assistance at each coalition member campus.
- Develop program mission, vision and values statements to guide program development and implementation and that support the universities’ strategic directions.
- Develop institutional policies and procedures that support campus-based goals related to university expectancies and shared community standards.

DEPARTMENTAL STRATEGIES

- Develop sustainable staffing structures that honor the organizational history of the university and assure effective delivery of identified programs and services.
- Assure that identified staff members have the appropriate credentials and competencies to support program development and implementation, and provide access to education and training designed to advance specialized skills.
- Seek grants that will support continued program development and innovation.

COMMUNITY STRATEGIES

- Identify relevant community partners and engage them in program planning and implementation.
**Planning and Assessment**

PASSHE and its constituent universities are complex organizations with unique cultures, differing constituent and resource bases and structural designs. The success of the PASSHE Coalition Strategic plan is dependent upon each campus’ fidelity to planning processes that incorporate the system’s shared strategic goals. These strategic goals include implementation and assessment plans that are demonstrative of the respective campus’ commitment to sustainable action addressing the issues of underage and binge drinking.

**SYSTEM-WIDE STRATEGIES**

- Identify desired student learning and community outcomes, university and system benchmarks and other corresponding qualitative and quantitative measures that will be used in the implementation plans to determine program efficacy and drive desired changes on the PASSHE campuses.
- Utilize system resources to clarify and address Collective Bargaining Agreement (CBA) limitations on program development and implementation.
- Link campus based plans and priorities to campus and system resource streams to assure implementation of critical initiatives.
- Utilize university and system experts in research and data collection to inform, guide, and support the processes at the campuses. Link Alcohol, Tobacco, and Other Drug (ATOD) planning and assessment processes to campus structures for institutional planning and assessment.
- Maintain a PASSHE level advisory group to guide strategic plan implementation and seek external funding sources for continued program development and innovation.

**UNIVERSITY-WIDE STRATEGIES**

- Identify broad based advisory teams to guide the planning, implementation and assessment processes at each PASSHE campus.
- Develop strategic plan implementation documents that address campus specific education, prevention and intervention initiatives, and identify target populations for program and services. Plans will include collaborative partners, timelines and program/services delivery mechanisms that support the respective universities and the PASSHE coalition strategic plans.
- Engage campus constituents and collaborative partners in full discussion about implementation plans, desired outcomes, resource implications and cost benefits associated with these efforts.

**DEPARTMENTAL STRATEGIES**

- Develop assessment plans and timelines for routine data collection and analysis. Communicate findings and progress toward established goals to all relevant constituencies.

**COMMUNITY STRATEGIES**

- Engage community agencies in the development and implementation of multiple assessment strategies.
- Involve key community partners in the collection and analysis of data for program effectiveness.
Communication and Innovative Technology Use
Effective communication is the foundation for building and sustaining system wide efforts. Through the use of innovative technology, the PASSHE Universities will efficiently communicate relevant, critical, system-wide information across campuses. The success of the PASSHE Coalition’s strategic plan is contingent upon the campuses being up to date and proficient in using the technological resources available within the system.

SYSTEM-WIDE STRATEGIES
- Educate the respective system and campus constituencies about the human and organizational costs that are the result of illegal and high risk drinking. Link efforts to established programs in support of academic success, student retention and town gown collaborative efforts.
- Encourage the articulation of the strategic goals for reduction of illegal and high risk drinking by PASSHE state system and university administrators.
- Develop and deliver system-wide messages aimed at reducing the perception of PASSHE institutions as “party schools.”

UNIVERSITY-WIDE STRATEGIES
- Solicit faculty support to adopt professional and personal classroom management strategies that do not reinforce illegal and high risk drinking by students.

DEPARTMENTAL STRATEGIES
- Develop effective social norms campaigns to correct inherent misperceptions about student drinking frequencies and practices.
- Expand and develop reliable and innovative use of technologies for the effective delivery of campus/community expectancies, program related information and resources, application of assessment measures, and communication of results.
- Develop target marketing strategies for campus programs and services that are reflective of individual campus cultures.

COMMUNITY-WIDE STRATEGIES
- Use technology in bi-directional, consistent communication with neighboring communities to apprise them of the goals of the university strategic plan.
Implementation of NIAAA and PASSHE Best Practices

PASSHE Coalition members recognize and embrace the NIAAA’s efforts to identify and promote the implementation of strategies proven to reduce illegal and high risk drinking on college and university campuses. These strategies can be adapted and implemented to produce changes in the alcohol culture on any sized campus that commits itself to sustained action. PASSHE Coalition members commit to working together to implement these evidence based strategies, develop innovative applications, and design new strategies that are shown to be effective in addressing underage and binge drinking on the system university campuses.

SYSTEM-WIDE STRATEGIES

- Work with university and system leadership to consider the implications of the sanctioned use of alcohol on system university campuses, including but not limited to, tailgating, alumni events, and faculty/staff socials, and consider adopting common guidelines for appropriate use.
- Utilize the expertise of coalition members and system specialists to develop strategies for the system wide adoption of NIAAA Tier I activities. Extensive research has proven these activities to be effective among college students and include implementation of the BASICS motivational interviewing model and challenging alcohol expectancies.
- Utilize the expertise of coalition members and system specialists to develop strategies for system wide adoption of social norms marketing programs. Utilize innovative technologies and other campus communication vehicles to share relevant data about campus norms directed toward correcting misperceptions held by campus constituents. (NIAAA Tier III)

UNIVERSITY–WIDE STRATEGIES

- Develop resource streams and staff support for the development of sustained late night programming on all coalition campuses. Utilize innovative technologies to attract student interest and participation. (NIAAA Tier III)
- Collaborate with providers of new student orientation, first year programs, retention programs, and parents’ programs to develop targeted initiatives for delivery of alcohol education programs. This should include implementation of software programs that deliver on-line education to new, first time full time students before they enter PASSHE universities. (NIAAA Tier III)
- Develop opportunities/incentives for faculty to provide leadership in the development of curriculum infusion and classroom management training modules. (NIAAA Tier III)

COMMUNITY-WIDE STRATEGIES

- Continue to address enforcement issues on and off campus through strategic partnerships, training, and education. Develop campus based benchmarks to assess improvements over time. (NIAAA Tier II)
- Develop and maintain an active campus community coalition and extended community outreach activities. (NIAAA Tier II) Coalitions should involve top university leadership, representation from all campus constituencies, broad community involvement, regional resources, and key opinion leaders.
- Develop working relationships with relevant sub-sets of community coalitions for targeted action, e.g. tavern owners on drink specials and enforcement, landlords on party policies or keg policies, school districts on peer education work, borough leaders on alcohol sales and retail outlet densities (NIAAA Tier II).
Collaboration and Complimentary Programs
PASSHE Coalition members recognize the importance of partnering with surrounding communities and campus neighbors. PASSHE university efforts to address illegal and high risk drinking by students have been invigorated by the development of a coalition, increased communication and collaborative planning that utilizes the expertise of professionals across the system.

SYSTEM-WIDE STRATEGIES
- Create new and expand existing partnerships with local, state and federal agencies, using collaborative efforts directed toward the reduction of illegal and high risk drinking practices.
- Consider co-sponsoring a PASSHE coalition meeting in tandem with the Pennsylvania Liquor Control Board annual conference to advance system wide coalition initiatives and share best practices.
- Conduct annual or biennial PASSHE conferences on system best practices in alcohol prevention, education and intervention with a focus on improvements verified through assessment.

UNIVERSITY-WIDE STRATEGIES
- Create new and expand existing partnerships with local, state and federal agencies, using collaborative efforts directed toward the reduction of illegal and high risk drinking practices.
- Encourage the development of interdepartmental collaboration in implementing ATOD prevention strategies and programs.

DEPARTMENTAL STRATEGIES AND COMPLEMENTARY PROGRAMS
- Increase the educational profile of student conduct programs on the member campuses by delivering peer educational outreach programs and collaborating with other student services to provide integrated educational approaches to alcohol use by students.
- Partner with campus-based first-year seminars to integrate information regarding the role of alcohol with other issues and topics of concern to entering students.
- Explore the development of parents’ program initiatives that could include regular electronic communication with families, parents’ website development, parents’ roundtables, and resources parents could use to assist their students as needed.
- Examine potential program linkages and resource development potentials with campus departments and organizations such as Athletics, Greek Life, New Student Orientation Programs, Women’s Center, Gay, Lesbian, Bisexual and Transgendered Center, Disability Services and the respective colleges at each of the universities.

COMMUNITY-WIDE STRATEGIES
- Develop and maintain campus community coalitions.
- Develop “Good Neighbor” and “Good Samaritan” policies and programs that engage campus constituents and community agencies in articulating shared expectancies for student conduct, health and safety protocols, and enforcement activities.
Overarching Principles: Definitions

Committed and Sustainable Action
The PASSHE Coalition is dedicated to the implementation of innovative and proven strategies through direct engagement of universities, surrounding communities, system and agency partnerships to improve student success and quality of life, and to achieve systemic environmental changes.

System Leveraging
The PASSHE Coalition will benefit from collaboratively utilizing the expertise and resources of PASSHE and its state agency partners in advancing significant and systemic change.

Assessment Driven Improvements
The PASSHE Coalition will utilize qualitative and quantitative measures to evaluate strategic planning goals, action plans, and program improvements developed to address the issues associated with the drinking culture on coalition campuses.