President's Council on Alcohol and Other Drugs

STRATEGIC PLAN TO ADDRESS

High Risk Alcohol and Other Drug Use [2013-2018]

NDSU NORTH DAKOTA STATE UNIVERSITY

www.ndsu.edu/alcoholinfo
Foreword

North Dakota State University has a genuine caring concern for the community in which it lives and for its people. For this reason, the University is committed to maintaining an academic and social environment that is conducive to the intellectual and personal development and to the safety and welfare of all members of the University community. The misuse and abuse of alcohol and other drugs represents a major health problem in the United States today and poses a serious threat to the health and welfare of the NDSU community. Reliable studies from NDSU and outside of the university clearly demonstrate that students who misuse alcohol and other drugs are more likely to hurt themselves or others. Their academic efforts can suffer, adversely affecting the chances for lifelong success. For these reasons, NDSU:

- Is committed to changing the culture that perpetuates the misuse and abuse of alcohol and other drugs;
- Is concerned with promoting the well-being of our community, including visitors to campus;
- Believes that the solution to alcohol and drug misuse and abuse will require a community effort.

This document, “President’s Council on Alcohol and Other Drugs Strategic Plan to Address High Risk Alcohol and Other Drug Use,” provides a detailed plan of the work by the President’s Council on Alcohol and Other Drugs. From the council’s mission, vision, and core values to its priorities and objectives, the ensuing pages outline NDSU’s efforts to deal with a difficult and potentially dangerous matter.
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Background

The President’s Council on Alcohol and Other Drugs (PCAOD) was appointed in the fall of 2007. The council was charged with creating a strategic plan to address alcohol and other drug abuse on campus that included accountability at all levels, was far reaching in its scope, included measurable outcomes and reflected the core values of the University. This plan was carried out from 2009-2012 and a final report incorporating both qualitative and quantitative evidence of progress toward the goals of the strategic plan was released in the spring of 2013. Following the final report, additional and ongoing goals and activities were identified based on available data and evidence-based strategies. The following strategic plan outlines these goals and activities.

Nationally, alcohol and drug abuse by students is a major concern for higher education institutions, negatively impacting individuals, the community, and the institution as a whole. Individual consequences include poor academic performance, injuries, impaired driving, unprotected sexual activity, sexual assault, legal issues, university behavioral problems and, ultimately, death due to car crashes, other accidents, and alcohol poisoning (Hingson, Heeren, Zakocs, Kopsten, and Wechsler, 2002; Perkins, 1992; 2002; Presley, Meilman, and Cashin, 1996). Community consequences include violence, vandalism, unpleasant messes in residence halls, stress on peers or resident assistants, and sleep or study disturbances (Perkins, 2002; Presley, et al., 1996; Wechsler, Moeykens, Davenport, Castillo, and Hansen, 1995). Threats to the institution include physical costs due to vandalism and property damage, human resource costs due to judicial affairs staff time, strain on institution/city relationships, public relations costs when alcohol-related problems are publicized in local or national news, revenue costs when students drop out due to alcohol related problems, and costly lawsuits due to alcohol related injury or death (Perkins, 2002; Wechsler et al., 1995).

North Dakota, and NDSU specifically, are not immune to these drinking related problems. In North Dakota, 26% of high school students engaged in binge drinking the past 30 days, compared to 22% nationally (North Dakota Department of Public Instruction, 2011). Young adults in North Dakota (ages 18-25) rank second in the nation in binge alcohol use, and North Dakota has the third highest binge drinking rate in the nation for adults ages 26+ (Substance Abuse and Mental Health Services Administration [SAMHSA], 2012). NDSU students report rates higher than national averages for high-risk drinking (five or more drinks in one sitting in the past two weeks), driving under the influence, and academic consequences due to drinking (North Dakota State University, 2013).

NDSU’s council is comprised of individuals representing faculty, staff, and students. The Council is chaired by Gene Taylor, Athletic Director, and Laura Oster-Aaland, Dean of Enrollment Management. **The council’s aim is not to eliminate the use of alcohol, but rather to reduce the high-risk use that leads to problems for individuals and the community.** The plan embraces an environmental model of prevention, which recognizes that individual decisions about alcohol and drug use are influenced by many factors within the campus and larger community (DeJong et. al., 1998). Specifically, the Social Ecological Framework was referenced in determining activities that address the following program and policy levels: Intrapersonal (individual) factors; Interpersonal (group) factors; Institutional factors; Community factors; and Public policy (U.S. Department of Education, 2008). Goals and activities reflect evidence-based strategies that are organized into the following themes: High-Risk Students and Groups; Campus Programs; Teaching, Learning, and Research; and Outreach.
Mission, Vision, Core Values, and Goals

NDSU Core Value Statement:
We envision an academic and social environment that is conducive to intellectual and personal
development by promoting the safety and welfare of all members of the university community.

Mission of the President’s Council on Alcohol and Other Drugs:
The purpose of the President’s Council on Alcohol and Other Drugs (PCAOD) is to support the academic
mission of North Dakota State University by reducing the harmful effects that result from alcohol and
other drug misuse for individuals, the campus, and the broader community.

Vision:
We envision a vibrant university environment where low risk decisions related to alcohol and other drug
use are the norm. Achieving this vision will require widespread cultural change and sustained
community investment.

Core Values:
In support of the land-grant mission of the university, we have identified the following core values to
guide and influence our daily work, interactions, relationships, and the culture of the council.
- People: We derive strength from direct involvement of community members in our decision making
  and activities. We value the support of campus leadership and the voice of students, staff, and
  faculty in our work.
- Scholarship: We pursue scholarship through a commitment to discovery, integration, and
  application of evidence-based practice in our planning and implementation.
- Teaching and Learning: We foster an environment that supports low-risk decisions related to
  alcohol and other drugs in order to promote life-long learning and individual goal attainment.
- Ethics: We are committed to an ethic of care and stewardship of resources in all of our efforts.
- Culture: We value collaboration and communication with a diversity of people and institutions in
  order to gain broader perspective and understanding.
- Accountability: We strive to become leaders in alcohol and other drug prevention and position
  ourselves as a resource for the people of North Dakota.

Goals:
1. Expand consistent alcohol and other drug (AOD) prevention messaging on and off campus
2. Increase engagement with campus stakeholders
3. Increase engagement with community stakeholders
4. Reduce high risk alcohol and other drug use and related consequences of students identified to be
   at increased risk
5. Expand and sustain institutional infrastructure related to AOD prevention efforts
6. Support development and enforcement of consistent and effective AOD related policies
7. Build and sustain solidarity among individuals and groups involved in alcohol and other drug
   prevention efforts
2013-2018 Strategic Plan Behavioral Outcomes

The following behavioral outcomes are based on data from the 2012 CORE Alcohol and Drug Survey. The CORE survey is a standardized instrument administered nationally by the CORE Institute. The outcomes project target goals of 5 percent reductions to be achieved by 2018. Due to the environmental philosophy of prevention that underscores the plan, it is not possible to directly tie specific goals in the plan to specific behavioral outcomes. These outcomes will be realized as a result of the comprehensive nature of the plan and its inclusion of all aspects of the environment (e.g. policy, individuals, education, and community).

1. Reduce the percentage of NDSU students who engage in high-risk drinking (five+ drinks/sitting at least once in past two weeks) from 52.9% to 50.3%.

2. Reduce the average reported Peak blood alcohol concentration (BAC) from .113 to .107 for males and from .113 to .107 for females.

3. Reduce the percentage of NDSU students who consumed alcohol in the past 30 days from 74.9% to 71.2%.

4. Reduce the percentage of underage NDSU students who consumed alcohol in the past 30 days from 64.6% to 61.4%.

5. Reduce the majority (10) of the 19 negative consequences reported by NDSU students, with special attention to:
   a. Reduce the percentage of students who report missing class due to alcohol and other drug use from 28.4% to 27.0%.
   b. Reduce the percentage of students who report performing poorly on a test or important project because of alcohol and/or other drug use from 21.1% to 20.0%.
   c. Reduce percentage of students who report getting in trouble with police, residence hall, or campus authorities from 11.7% to 11.1%.

6. Reduce the percentage of students who used marijuana in the past 30 days from 9.5% to 9.0%.
2013-2018 Strategic Plan Process Outcomes

The following process outcomes are based on the goals identified by the PCAOD for the 2013-2018 Strategic Plan. Progress toward these outcomes will be reported annually, where possible, based on the ongoing work of the council. Assessment of outcomes will be based on data from the CORE Alcohol and Drug Survey, as well as program participation rates and other needs assessment and program assessment data.

1. Expand consistent AOD prevention messaging on and off campus
   a. On-campus: familiarity with campus AOD policies, reported knowledge of AOD prevention programs; believe NDSU is concerned about prevention of AOD use (CORE)
   b. Off-campus: parent feedback; tracking data from alumni emails; alumni or local business owner feedback; Town Hall Meeting feedback

2. Increase engagement with campus stakeholders
   a. Students reporting active involvement in efforts to prevent AOD use (CORE survey); faculty/staff engaging in prevention efforts; attendance at campus events and educational sessions (i.e., LRM reports, Campus Live attendance, screening events, collaborative sessions, etc.)

3. Increase engagement with community stakeholders
   a. Alumni or local business owner feedback; tracking data from alumni emails; Increase employer survey response; Town Hall Meeting attendance

4. Reduce high risk alcohol and other drug use and related consequences of students identified to be at increased risk
   a. Behavioral outcome rates of specific groups (CORE survey); violation/recidivism rates; detox rates; retention rates of high-risk students

5. Expand and sustain institutional infrastructure related to AOD prevention efforts
   a. Permanent home and sustainable funding structure for Campus Live program; increase support for AOD-related research; consistent funding for prevention work; Permanent funding for AOD graduate assistant

6. Support development and enforcement of consistent and effective AOD related policies
   a. Research regarding effective sanctioning (support provided by AOD programs and results/recommendations of study); Law enforcement feedback; Roosevelt Neighborhood Association or Safe Communities Coalition feedback

7. Build and sustain solidarity among individuals and groups involved in alcohol and other drug prevention efforts
   a. LRM listserv survey; Inclusion of self-identification question on faculty/staff survey; Student engagement on Student Advisory Committee and PCAOD (member engagement survey)
Priorities

While all of the activities identified in the following strategic plan are necessary in achieving a campus free from the harmful effect of high-risk alcohol and other drug use, the President’s Council on Alcohol and Other Drugs has identified specific priorities to be addressed in the first year of implementation. These priorities include both new activities and activities from the previous (2009-2012) strategic plan that continue to require the attention of the council. The priorities fall within the themes identified below:

High-Risk Students and Groups
- Conduct assessment related to treatment and intervention needs of students identified to be at increased risk for AOD misuse and related consequences
- Develop consistent, effective deterrent strategies through research and evaluation of future and existing practices and policies*
  - Assess effectiveness of alcohol and other drug-related violation sanctioning
  - Explore options for effective sanctioning specifically for marijuana-related violations

Campus Programs
- Provide ongoing late-night, weekend, and event-specific programming on campus*
  - Engage in consistent assessment and refinement of late-night programming to increase student participation
  - Secure permanent funding and institutional base for Saturday night programming and operating budget

Teaching, Learning, and Research
- Gather data on faculty, staff, and institutional support of alcohol and other drug prevention efforts*
- Encourage scholarship regarding alcohol and other drug issues*
  - Identify individuals interested in alcohol and other drug-related scholarship
- Identify prospective employers’ alcohol and other drug-related policies and publicize them among NDSU students*
- Increase connection with student organization advisors to address alcohol and other drug-related behavior and possibilities for intervention among student organization members

Outreach
- Create a communication plan, timeline, and goals to ensure consistent, targeted messaging to all stakeholders
- Hold a biennial Town Hall meeting with community stakeholders and legislators regarding alcohol and other drug prevention and related issues*

*Denotes ongoing activity originally identified in the 2009-2012 Strategic Plan
2013-2015 Strategic Plan Activities

The changing nature of AOD-related concerns and evidence-based prevention approaches to reducing the harmful effects of alcohol and other drug misuse necessitate a flexible approach to prevention activities. As such, the 2013-2018 Strategic Plan to Address High Risk Alcohol and Other Drug Use has been purposefully designed to encourage continual assessment and adaptation. On an annual basis, beginning in April 2015, this plan will be reviewed and revised, as necessary. The activities listed in the following section have been identified as areas of focus for 2013-2015 and may be continued or revised in future iterations of the plan. Other elements of the activities matrix are explained below.

Categories: Activities are grouped into the following categories for ease of reading and organization of council working groups: High-Risk Students and Groups; Campus Programs; Teaching, Learning, and Research; and Outreach.

Goals Addressed: Each activity has been purposefully selected to address one or more goals of the strategic plan. These goals include:

1. Expand consistent AOD prevention messaging on and off campus
2. Increase engagement with campus stakeholders
3. Increase engagement with community stakeholders
4. Reduce high risk alcohol and other drug use and related consequences of students identified to be at increased risk
5. Expand and sustain institutional infrastructure related to AOD prevention efforts
6. Support development and enforcement of consistent and effective AOD related policies
7. Build and sustain solidarity among individuals and groups involved in alcohol and other drug prevention efforts

Social Ecological Framework: In creating the strategic plan, an environmental model of prevention was embraced, which recognizes that individual decisions about alcohol and drug use are influenced by many factors within the campus and larger community. Specifically, the Social Ecological Framework (U.S. Department of Education, 2008) was referenced in determining activities that address the following program and policy levels:

1. Intrapersonal (individual) factors
2. Interpersonal (group) factors
3. Institutional factors
4. Community factors
5. Public policy

Involved Stakeholders and Resources: The members of the PCAOD recognize the essential nature of stakeholder investment in carrying out the work of the council. This wide-reaching, collaborative work requires the support of the President’s Cabinet and other institutional and community stakeholders. As such, individual departments and organizations have been identified as key stakeholders in the following list, along with the resources necessary to carry out the activities.

Assessment: A key element in any effective prevention programming is consistent assessment and refinement of prevention efforts. Assessment measures and strategies have been identified for each activity and will contribute to future activity selection and reporting on process and behavioral outcomes of the plan.
## High-Risk Students and Groups

The following activities focus on preventing or addressing high-risk alcohol and other drug use among individual students or groups of students by identifying and intervening with students who are at increased risk for alcohol or other drug misuse and negative consequences and developing and assessing the effectiveness of deterrent strategies and policies.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Goal(s) Addressed$^1$</th>
<th>Social Ecological Framework Level$^2$</th>
<th>Timeline</th>
<th>Involved Stakeholders</th>
<th>Resources</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conduct assessment related to treatment and intervention needs of students identified to be at increased risk for AOD misuse and related consequences (i.e., students in recovery, regular marijuana users, Club sport participants, etc.)</td>
<td>4</td>
<td>1, 2, 3</td>
<td>2014-2015</td>
<td>Counseling Center, Fraternity and Sorority Life (FSL), Athletics, Res. Life, Student Life, Student Success Programs (SSP), Equity, Diversity and Global Outreach (EDGO)</td>
<td>Staffing (graduate assistant)</td>
<td>Needs assessment data</td>
</tr>
<tr>
<td>Develop consistent, effective deterrent strategies through research and evaluation of future and existing practices and policies</td>
<td>4, 6</td>
<td>1, 3, 5</td>
<td>Ongoing (sub-activities in 2014-2015)</td>
<td>SSP, Counseling Center, Residence Life, Student Life</td>
<td>Staffing (graduate assistant), Funding for assessment efforts</td>
<td>Assessment and recommendations report</td>
</tr>
<tr>
<td><strong>Sub-activity 1</strong>: Assess effectiveness of AOD violation sanctioning</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sub-activity 2</strong>: Explore options for effective sanctioning specifically for marijuana-related violations</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Review and update, as needed, current alcohol risk management policies that relate to all aspects of the NDSU community</td>
<td>6</td>
<td>3, 5</td>
<td>Ongoing (AOD policy update Fall of odd years)</td>
<td>Student Life, Residence Life, FSL, Student Activities Office</td>
<td>N/A</td>
<td>Updated policies</td>
</tr>
</tbody>
</table>

$^1$ Reflects the targeted population of intervention efforts

## Campus Programs

The following activities focus on implementing and institutionalizing programs aimed at communicating consistent messages of wellness and safety and supporting low-risk decision-making related to alcohol and other drugs for the entire campus community, including faculty, staff, and students.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Goal(s) Addressed</th>
<th>Social Ecological Framework Level</th>
<th>Timeline</th>
<th>Involved Stakeholders</th>
<th>Resources</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incorporate personalized alcohol education as a requirement for all incoming first-year students</td>
<td>4</td>
<td>1</td>
<td>Every fall and spring semester</td>
<td>SSP, Student Life</td>
<td>Funding for eCHUG/EVC subscription</td>
<td>Ongoing tracking and reporting of completion rates</td>
</tr>
<tr>
<td>Screen all students for alcohol-related problems when visiting Student Health Service and the Counseling Center</td>
<td>4, 5</td>
<td>1</td>
<td>Ongoing</td>
<td>Counseling Center, Student Health Service</td>
<td>Printing costs for referral materials</td>
<td>Track &amp; report # of referrals; # of referral sheets/packets given out to students</td>
</tr>
<tr>
<td>Implement training program (LIVE REAL Mentor) for all members of campus community</td>
<td>2, 4, 7</td>
<td>1, 2, 4</td>
<td>Ongoing</td>
<td>SSP, PCAOD</td>
<td>Funding for printing costs and SCOs</td>
<td>Conduct LRM assessment survey every three years (Spring 2015)</td>
</tr>
</tbody>
</table>
| Provide ongoing late-night, weekend, and event-specific programming on campus  
  - **Sub-activity 1**: Engage in consistent assessment and refinement of late-night programming to increase student participation  
  - **Sub-activity 2**: Secure permanent funding and institutional base for Saturday night programming and operating budget | 2, 4, 5 | 2, 3, 4 | Ongoing (sub-activities in 2014-2015) | SSP, Student Activities Office, Student Life, Student Government, Residence Life, etc. (*Campus Live stakeholders*) | Funding for sustainable late-night programming efforts (to include funding for programs and staffing needs) | Track attendance & budget, Determine programming effectiveness through student focus groups, surveys, etc., Funding & institutional base secured |
## Teaching, Learning, and Research

The following activities focus on providing support for AOD-focused scholarship, and encouraging faculty and staff to be knowledgeable of AOD-related issues and integrate messages related to low-risk AOD use into their teaching, advising, and research activities.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Goal(s) Addressed $^1$</th>
<th>Social Ecological Framework Level $^2$</th>
<th>Timeline</th>
<th>Involved Stakeholders</th>
<th>Resources</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gather data on faculty, staff, and institutional support of alcohol and other drug prevention efforts</td>
<td>2, 7</td>
<td>3</td>
<td>Spring of even years</td>
<td>SSP, Directors, Deans, Chairs</td>
<td>Staffing (graduate assistant or professional staff)</td>
<td>Administer Faculty/Staff survey every other year</td>
</tr>
<tr>
<td>Increase connection with student organization advisors to address alcohol and other drug-related behavior and possibilities for intervention among student organization members</td>
<td>2, 4</td>
<td>2, 3</td>
<td>2014-2015</td>
<td>Student Life, Congress of Student Organizations</td>
<td>N/A</td>
<td>Advisor training/meeting attendance; AOD training attendance by org. members</td>
</tr>
<tr>
<td>Encourage faculty to infuse AOD prevention information into a wide variety of courses through consistent communication and training (outreach)</td>
<td>1, 2, 5</td>
<td>3</td>
<td>Ongoing</td>
<td>SSP, PCAOD members, SAC</td>
<td>N/A</td>
<td>Faculty/Staff survey</td>
</tr>
<tr>
<td>Identify prospective employer’s AOD policies and publicize them among NDSU students</td>
<td>1, 3, 6</td>
<td>1, 5</td>
<td>Spring 2014</td>
<td>SSP, Career Center, Residence Life, Student Life, Human Resources</td>
<td>Staffing (graduate assistant)</td>
<td>Employer survey results</td>
</tr>
</tbody>
</table>
# Teaching, Learning, and Research

The following activities focus on providing support for AOD-focused scholarship, and encouraging faculty and staff to be knowledgeable of AOD-related issues and integrate messages related to low-risk AOD use into their teaching, advising, and research activities.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Goal(s) Addressed(^1)</th>
<th>Social Ecological Framework Level(^2)</th>
<th>Timeline</th>
<th>Involved Stakeholders</th>
<th>Resources</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Encourage scholarship regarding alcohol and other drug issues</td>
<td>2, 5, 7</td>
<td>3</td>
<td>Ongoing (sub-activity in Spring 2014)</td>
<td>PCAOD, Sponsored Programs Administration</td>
<td>Funding for research efforts, Staffing (graduate assistant)</td>
<td>Identification of individuals and creation of listserv</td>
</tr>
</tbody>
</table>

- **Sub-activity 1**: Identify individuals interested in AOD-related scholarship (i.e., Sponsored Programs Administration identification of AOD-related grant research or self-identification via website form from listserv or fac/staff survey encouragement) and create listserv to allow for interaction, collaboration and support
## Outreach

The following activities focus on ensuring consistent communication and engagement with campus and community stakeholders in support of reducing alcohol and other drug-related risks and negative consequences for individuals and the community as a whole.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Goal(s) Addressed(^1)</th>
<th>Social Ecological Framework Level(^2)</th>
<th>Timeline</th>
<th>Involved Stakeholders</th>
<th>Resources</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create a communication plan, timeline, and goals to ensure consistent, targeted messaging to all stakeholders</td>
<td>1, 2, 3, 7</td>
<td>3, 4</td>
<td>Spring 2014</td>
<td>University Relations, SSP, Alumni Assoc., Student Media</td>
<td>Funding for print resources</td>
<td>Sustainable communication plan developed and implemented</td>
</tr>
<tr>
<td>Expand media campaign to reinforce positive choices made about alcohol and other drugs by NDSU students and reduce alcohol and other drug-related risk</td>
<td>1, 2, 4</td>
<td>1, 2, 4</td>
<td>Ongoing</td>
<td>SSP, PCAOD, University Relations, Student media outlets</td>
<td>Funding for media/advertising efforts, Student community organizers (SCOs)</td>
<td>Website visitors; Environmental Scan (t-shirts, etc.) and random surveys</td>
</tr>
<tr>
<td>Continue to solicit student input on and involvement with campus Alcohol and Other Drug prevention efforts through Student Community Organizer positions, Student Advisory Committee, student representation on PCAOD, and other outreach efforts</td>
<td>1, 2, 7</td>
<td>2, 3</td>
<td>Ongoing</td>
<td>SSP, PCAOD, SAC (reps from all major student organizations)</td>
<td>Funding for SCO position and SAC meetings</td>
<td>SAC and PCAOD student membership and attendance; CORE survey results</td>
</tr>
<tr>
<td>Encourage parents/family members to set expectations for low-risk alcohol use by their students</td>
<td>1, 3</td>
<td>1, 4</td>
<td>Ongoing</td>
<td>SSP, Student Life, Residence Life, Extension Service</td>
<td>Funding for materials in orientation Parent folders</td>
<td>Parent outreach numbers</td>
</tr>
</tbody>
</table>
Outreach

The following activities focus on ensuring consistent communication and engagement with campus and community stakeholders in support of reducing alcohol and other drug-related risks and negative consequences for individuals and the community as a whole.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Goal(s) Addressed¹</th>
<th>Social Ecological Framework Level²</th>
<th>Timeline</th>
<th>Involved Stakeholders</th>
<th>Resources</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support the efforts of NDSU student media outlets to reduce content/advertising that normalizes high-risk drinking and to increase content/advertising that promotes low-risk norms related to alcohol and other drug use</td>
<td>1, 2</td>
<td>2, 3</td>
<td>Ongoing</td>
<td>Student media outlets, Media Advisory Board, SSP, PCAOD</td>
<td>Funding to purchase ongoing advertisement in The Spectrum and use student media outlets for future projects and campaign efforts</td>
<td>Continued decline in alcohol-focused advertising and/or increase in alcohol-free advertising; # of positive AOD-related stories in student media</td>
</tr>
<tr>
<td>Foster positive relationships with the F-M community, specifically areas populated by students</td>
<td>1, 2, 3</td>
<td>2, 3, 4</td>
<td>Ongoing</td>
<td>Student Gov’t, Roosevelt Neighborhood Association, FSL, Alumni Assoc., Univ. Relations, U. Police, PCAOD</td>
<td>Funding to support Good Neighbor Campaign</td>
<td># of GNC fliers handed out; collaborative activities with community groups</td>
</tr>
<tr>
<td>Hold a biennial Town Hall meeting with community stakeholders and legislators regarding AOD prevention and related issues</td>
<td>1, 3, 6, 7</td>
<td>4, 5</td>
<td>Fall of even years</td>
<td>PCAOD, President’s Office</td>
<td>$500</td>
<td>Meeting attendance; Legislation sponsored as a result of the meeting</td>
</tr>
<tr>
<td>Hold a biennial meeting with local law enforcement agencies to discuss current issues related to alcohol and other drugs</td>
<td>1, 3, 6, 7</td>
<td>4</td>
<td>Fall of odd years</td>
<td>University Police, Student Life</td>
<td>$500</td>
<td>Meeting attendance</td>
</tr>
</tbody>
</table>
PCAOD Resources

Due to the need for access to resources and the changing nature of PCAOD membership and meeting information, interested stakeholders should visit the Alcohol and Other Drug Abuse Prevention Programs website (www.ndsu.edu/alcoholinfo) for more information. Resources available on the website include:

- President’s Council on Alcohol and Other Drugs Information:
  - Strategic Plan
  - Mission, Vision, Core Values, and Goals
  - Meeting minutes and schedule
  - Membership directory

- Research, Policies, and Laws:
  - NDSU prevention-related reports, publications, and presentations
  - National prevention-related research links
  - NDSU policies
  - Federal, State, and Local laws

- Prevention tools and Educational resources

- Resources for students, faculty, staff, and family members
  - Frequently Asked Questions
  - Campus and local resources
References


