



## Student Fee Review Board Funding Application for Fiscal Year 2015-2016

Campus Office of Substance Abuse Prevention (COSAP)

Name of Unit

Barbara S. McCrady, Distinguished Professor of Psychology and Director, CASAA  
Dean/Director Title

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\$ 19,234  
Total Amount Requested

### CERTIFICATION

I certify that the statements herein are true and complete to the best of my knowledge and accept the obligation to comply with the terms and conditions of the Student Fee Review Board. I understand that the SFRB is a **recommendation** body and that its funding allocations are subject to revision by the Budget Leadership Team before final approval.

Barbara S. McCrady  
Submitted By (Print Name)

  
Department Head Signature

9/4/14  
Date

Please submit an electronic version of this application via email to SFRB@unm.edu and a 15 hard copies of this application plus to the ASUNM Office, Student Union Building suite 1016.

**DEADLINE September 5, 2014, 5:00 PM.**

\*Late applications will not be accepted

## **SFRB Executive Summary: The Campus Office of Substance Abuse Prevention (COSAP)**

The Campus Office of Substance Abuse Prevention consists of a highly qualified team of students and staffs who are dedicated to helping students achieve academic success. There are a number of misperceptions associated with college drinking, which we strive to address through programs and social norms to show that UNM students are taking responsible measures to alcohol consumption while also encouraging safe behaviors to those students who are most at risk of experiencing the negative effects of drinking. By helping students maintain a healthy balance between their academic life and their social life, we are able to help students reach the goal of graduation while also making the most out of their overall college experience.

With the support of SFRB funding, we have been successful in the implementation of various programs, including our largest titled, “Designated Lobos.” This program rewards students for acting as the sober designated driver for their friends as well as provides incentives to those who might seek an added benefit to providing a safe ride home. The 2014-2015 school year marks the program’s third year in existence, and with each passing semester, only shows to be more successful. Diary of a Lady Lobo (D.O.L.L.s) is another COSAP, SFRB supported program that is currently in the launch process. Statistically, women have gained grounds to meet their male counterparts when it comes to binge/risky drinking. With D.O.L.L.s, we hope to generate awareness in women and men alike, to educate on the consequences of risky drinking. Future plans include tabling events, collaborative efforts with UNM departments, and an event to provide students with alternative ways of relaxing and combatting stress as opposed to drinking.

While we receive funding from outside sources, resources are minimal and the guidelines to be followed are strict in terms of compliance, data collection, and research. SFRB funding allows us to put forth 100% of the funding toward projects and programs that promote safe and healthy lifestyle habits necessary for academic success. Since COSAP came into existence twenty years ago, we have requested a modest amount of resources, and this year is no different as we are not requesting an increase. For each year we have been granted SFRB funding, we have been able to thoughtfully utilize the funding to its full potential helping us to be of better service to students.

A large part of our success is attributable to collaborations with fellow UNM departments. We have worked with the Dean of Students Office by giving presentations during Resident Advisor training, facilitating UNM’s drug and alcohol education program for sanctioned students, and by providing UNM facts and statistics to New Student Orientation, addressing the misperception of college drinking to incoming freshmen. We have also worked with Residence Life and American Campus Communities to provide event ideas and any of our available resources (e.g. drunk goggles) to better serve students. Statewide data has recently shown that UNM has lower rates of problem drug and alcohol behavior than other colleges and universities in New Mexico and across the nation. While COSAP cannot claim 100% of the credit for this, we believe our SFRB funded programs have helped students strike a balance between their social life and academic life, helping them to reach graduation day.

## *Application Questions*

- 1. Describe the history and mission of your unit, and how its services support the mission of the University. Please address each of the following bullet points in your answer.**
  - a. What services does your unit specialize in that are not offered in a similar form elsewhere within the University?**
  - b. How does your unit serve the University's commitment to diversity?**

Established in 1992, The Campus Office of Substance Abuse Prevention joined the University of New Mexico with two primary areas of responsibility in mind: (1) to ensure the University's compliance with the Drug Free Schools and Communities Act and the Drug-Free Workforce and Workplace Acts, and (2) to coordinate, enhance, and develop prevention programs for members of the campus community. The availability of federal student financial aid funding and other federal resources depend on UNM's compliance with these two charges.

COSAP's mission is to work with students, staff, and faculty to create and support a healthy campus environment that is free from the negative effects of alcohol or other drug use. Students' academic success and personal well-being are closely associated with their ability to maintain a healthy balance between their academic life and their social life, a balance we strive to help students obtain through our various programs and practices. COSAP is the single UNM on-campus program that works to support our student population with a wide array of substance abuse prevention strategies, services, and information to ensure the safety, success, and well-being of UNM students.

COSAP serves the University's commitment to diversity in a number of ways. Throughout the year, we work closely with campus cultural centers including El Centro de la Raza, the African American Student Services Center, and the American Indian Student Services Center. Whether it is through presentation requests or invitations to events where we are able to table and promote our department, projects, and programs, we are in constant collaboration, coming together for student outreach to encourage healthy lifestyles.

Along with our collaborative efforts with UNM's cultural centers, COSAP staffs also partook in a recent training facilitated by the LGBTQ Resource Center to be educated on proper terminology and to receive a better understanding of the LGBTQ community as a whole. The training taught valuable skills for the workplace as well provided personal development and understanding for each COSAP staff member. As a result of the training, the COSAP office is considered to be an LGBTQ Safe Zone. Also resulting from the training was a professional relationship, which followed with departmental collaborations (e.g. invitation to participate in LGBTQ Welcome Back Event, etc).

Overall, COSAP strives to help students maintain a healthy balance between their academic life and their social life, a goal we try to achieve through social media campaigns, the implementation of various programs and projects, and collaborative efforts with other UNM departments. By doing so, COSAP helps students reach the goal of graduation while also

making the most out of their overall college experience.

**2. Briefly describe each program/project in your unit that is funded specifically by student fees. What are the outcomes, so far, of each program/project?**

Currently, COSAP has three programs/projects that are solely supported by SFRB funding.

**Designated Lobos** – This is perhaps COSAP’s most well-known program among students. This program rewards students for acting as the sober designated driver for their friends as well as provides incentives to those who might seek an added benefit to providing a safe ride home. The program is currently in its third year of existence and only shows to grow more and more successful as each term passes. Each time a Designated Lobos participant acts as a designated driver, they are rewarded with a movie ticket voucher for Century Theaters and one entry into a drawing held at the end of the school year where third prize is \$50 in LoboCash, second prize is a new iPad, and first prize is a \$1000 trip voucher. In addition to the program’s growing popularity, there were so many participants in the previous year that we decided to give out two additional gifts of \$25 in LoboCash to show our appreciation to students for making the choice to act as the sober designated driver for their friends.

**D.O.L.L.s** – The purpose of D.O.L.L.s is to decrease the risk of alcohol related problems among UNM women and to provide information about the physiological and psychological effects alcohol may have on the female body. COSAP staffs have gathered national and local (UNM) quantitative data, as well as qualitative data from UNM lady Lobos through anonymous testimonials at campus-wide events. While the program is still currently in the launch process, there have been few tabling events to help generate awareness throughout the UNM student population to educate on the negative consequences of alcohol in both men and women. Future plans include tabling events, collaborative efforts with UNM departments, and an event to provide students with alternative ways of relaxing and combatting stress as opposed to drinking.

**“Fun in the 505”** – The third edition of COSAP’s “Fun in the 505” booklet is in current distribution throughout campus. This booklet provides ideas of fun things to do for students in Albuquerque and the surrounding area. The purpose of “Fun in the 505” is to show students that there are plenty of activities to do around town free of alcohol and other drugs. Initially, the book was only available in areas where students frequent (waiting areas, seating areas, etc.) but due to its popularity, it is now distributed to all residents (Residence Life, Casas del Rio, and Lobo Village) in their “Welcome” packets, so the book is available at the start of the school year. The book features activity information and student discounts to better appeal to students.

**3. Describe any increase in SFRB funding you are requesting, and provide justification detailing how raising student fees will improve your unit’s impact on the student population.**

- a. Please complete Budget Form B for funding increases and one-time requests.**

COSAP is requesting **no increase** in SFRB funding for year 2015-2016.

- 4. Describe student participation in your unit, and any plans to improve it, addressing each of the following bullet points.**
- a. How are students involved in the governance/decision-making of your unit?**
  - b. How many students do you employ (including graduate assistants, interns, etc.)?**

COSAP regularly solicits opinions and ideas from diverse student populations via focus groups, individual interviews, and surveys. Our annual UNM campus-wide Student Lifestyle Survey is administered to approximately 700 - 900 undergraduate students; the data collected via this process provides the basis for COSAP's strategic planning, which sets our goals and objectives for the upcoming year.

COSAP also seeks feedback from students affiliated with COSAP through coursework (papers, field placements) or program advisement (RA's, CA's, and NSO Leader training, etc.). Utilizing all of these sources of information, our student employees are fully involved in all day-to-day decision making. In addition to their regular duties (presentations, graphic design, web-development, social networking, and tabling events) they help develop COSAP's approach to prevention, especially when communicating with our student population.

COSAP has also seen an increase in students seeking to become involved in volunteer activities in the area of substance abuse. Some of these students have joined the staff at prevention events and have assisted in conducting data collection (UNM Student Lifestyles Survey). In addition to these students, COSAP has received referrals from the DOS Student Conduct Officer for students who have committed minor policy violations on campus with regard to alcohol or other drug use. Many of these students have contributed to the COSAP mission as well.

There is currently one student employee who specializes in graphic arts for the department. One of the staff members was a student employee, but was offered a full-time staff position as Marketing Assistant upon graduation. With SFRB funding, COSAP will be able to support one additional student employee. Currently, COSAP has a position posted, which will be funded by SFRB fiscal year 2014 allocation. If our proposition is accepted, this position will continue through fiscal year 2016.

- 5. Describe specific improvements your unit has made in the last fiscal year to the visibility/accessibility of its services, and any plans to further improve visibility/accessibility.**

COSAP has redirected much of its efforts toward the use of messaging channels that are highly utilized by students such as our website, email Listserv, and social networking sites. COSAP's staff has increased the use of those media by inviting students encountered at tabling events to "Like" COSAP on our Facebook page. We have also used our student database to add an email Listserv to our array of methods with which we can reach students. From the beginning of the fall 2012 semester to the present time, COSAP has increased the

number of Facebook “Likes” from approximately 700 to 900!

This year, COSAP put an ad in the Daily Lobo Coupon Booklet to promote Designated Lobos (program expansion in question 2) and also promised the first 100 students who brought said ad to the COSAP office a free gift. This had many benefits, as it allowed students to become more aware of where we are located on campus helping our services to become of better access to students.

## **6. How does your unit collaborate with other campus units and/or off-campus entities?**

COSAP is charged with ensuring the university’s compliance with the mandates of the federal Drug-Free Schools and Communities Act, and as such, has ultimate responsibility for the prevention of alcohol and other drug (AOD) abuse and its consequences. There are no other UNM entities with this mission, although many campus members recognize the mission’s necessity and support COSAP’s efforts. That is why we work collaboratively with:

**The Student Health and Counseling Center (SHAC)** - COSAP and SHAC refer students bi-directionally: students who are in need of either AOD counseling or nutrition/sexual education services are referred to SHAC by COSAP, and SHAC refers requests for AOD prevention presentations and information to COSAP. Additionally, the two programs cooperate with health education information campaigns and events.

**The Dean of Students Office (DOS) and COSAP** work together on programs for students sanctioned for campus policy violations and training for New Student Orientation Leaders. DOS and COSAP have also collaborated to create programs for **Student Housing and American Campus Communities (ACC)** to effectively train Resident Advisors and Community Advisors as well as to hold events for students to reduce AOD problems.

**UNM Athletics** - To provide an increased level of AOD prevention programming to our student athletes, COSAP conducts presentations and social norms marketing campaigns to discourage overconsumption and encourage the use of designated drivers at sporting events.

Over the years COSAP has worked with a variety of other Student Affairs and academic departments and programs that have requested presentations and/or other resources from COSAP on an ongoing basis.

## **7. What methods have been used in evaluating your unit’s impact on the student population (e.g. surveys, focus groups, interviews), and how effective have those methods been?**

Every year since 1993, COSAP has conducted The New Mexico Student Lifestyles Survey (SLS), a large-scale survey of students’ alcohol/other drug use, perceptions, and attitudes to help steer program content and outreach methods, as well as to identify high-risk groups and behaviors. The most important reason for conducting the survey is the evaluation of our

progress toward the achievement of our overarching strategic goals, such as rates of student binge drinking, driving while intoxicated, and the use of designated drivers.

Effective evaluation entails far more than measuring progress toward the achievement of long-term goals. COSAP has developed a set of rigorous, short and medium term process indicators that are regularly measured and carefully reviewed to provide real-time program responsiveness and course-correction where changes in orientation or strategy are indicated. Some of COSAP's program evaluation methods and procedures include the following:

- To ensure the effective reach of our marketing campaigns we regularly use brief **“iPad” surveys**. (The technology and analytical tools for conducting these brief evaluations are provided by **Campus Labs**, the Student Affairs Office higher education assessment contractor);
- To gauge the degree to which students benefit from our presentations we use COSAP-developed **evaluation questionnaires**. These ensure effective communication and relevance to real-life student issues;
- To test the degree to which special populations such as Resident Advisors are grasping the elements of our targeted training programs we use **pretest-posttest questionnaires**, the data from which are analyzed to identify significant change;
- To track the numbers of students we engage interactively at tabling events, health fairs, etc. we use a **“clicker”** to unobtrusively count these student encounters (see Appendix B);
- Use of the online tool *electronic-Checkup To Go* is tracked via a **downloadable database**; and
- Student “walk-ins” are tracked via entries into the COSAP **“Student Encounter Log”** which includes details regarding the purpose of the visit, what COSAP staffs were able to provide and the time spent with the student.

The results of COSAP's prevention efforts must be understood in light of changing national trends, an ever-changing student population, and the available resources that can be brought to bear on AOD problems. COSAP has nonetheless made headway on several key measures (binge drinking, underage drinking, and use of designated drivers) that reflect the degree to which students at UNM are impacted by these problematic behaviors. [See Appendix A and C for performance indicators]

8. **What are your unit's current non-SFRB sources of funding (e.g. Instructional & General, state or federal grants, self-generated revenue), and if applicable, what additional funding sources are you seeking this fiscal year?**
  - a. **What increases or decreases from non-SFRB funding sources do you anticipate compared to your budget last year?**
  - b. **Please complete Budget Form C for non-SFRB income.**

COSAP's funding sources, as noted on budget form C, consist of UNM Instruction & General and a New Mexico State Block Grant (besides the current SFRB funding). As mentioned before COSAP's I&G line of funding has not increased in the twenty years

COSAP has been in existence. Therefore, this stagnant funding has only sufficed for one full time employee. The NM State Block Grant, as significant as it may seem, only allots 20% of the funding to be used at UNM. Therefore, this allows COSAP to hire its Health Educator and afford partial salary for a student employee. This grant also allows COSAP to perform the very basic prevention programming on UNM campus. The remainder of the NM State Block Grant is to be used for prevention programs and evaluation services at other Universities and Colleges state-wide. Leadership of this state-wide coalition is a point of pride for COSAP!

Additional funding sources that COSAP staff plans to attempt is a grant used specifically for media campaigns on UNM campus with a specific emphasis on first year students and student athletes, two of the most at risk population when it comes to AOD use and abuse. However, COSAP is unsure if the funding source will be available due to finance cuts.

**9. What are your unit's current plans to address the recommendations of last year's SFRB? We understand that these plans are subject to change in response to any unexpected developments later in the fiscal year.**

Suggestions from last year's SFRB board were, 1) to include more student input in the planning process and 2) to include line items for suggested programs not yet implemented and to pursue additional funding sources for those programs. This year, COSAP plans on incorporating student involvement into the planning process through participation in focus groups and volunteer opportunities. Also, students are always more than welcome to visit, call, or email COSAP and give any additional input and/or suggestions they may have in mind. In connection to the second suggestion mentioned, as well as mentioned in Question 8, COSAP is currently in the planning process of applying for additional funding to further assist first year students and student athletes. As of right now, COSAP does not foresee any new programs to be funded through SFRB for fiscal year 2016.

**10. Provide any other information or a narrative that will assist the SFRB in making its decision to fund your unit.**

Academic success in college is dependent on a number of factors, an important one being a student's overall physical and mental wellness. COSAP has contributed to student wellness by increasing the awareness of the need for "balance" between the academic and social dimensions of college life. Retention and graduation are as important for UNM as an institution as they are for our students; wellness plays a critical role in retaining students.

Preventing AOD problems is far superior to "mopping up" their consequences. While COSAP has made significant inroads with students regarding behaviors such as driving while impaired and binge drinking, the consistent scarcity of university resources has restricted our ability to provide a consistent level of prevention services and programs that UNM students deserve.

COSAP is grateful to the undergraduates, graduates, and SFRB for the support received in the past. Those resources are, and will be allocated wisely in the interest of student well-being. Given the range and breadth of value that we offer to students, COSAP only asks that a commitment to their well-being be a shared commitment between the institution and its students.

## APPENDIX A

### UNM Student Lifestyles Survey- Key Alcohol Use Indicators, 2013 vs 2014

KEY INDICATORS	2013	2014	% Change
Rate of Underage Drinking – Past 30 Days	52%	51.4%	↓ .31% 😊
Overall Past 30-day Use of Alcohol	63%	65%	↑ 3.2% 😞
Rate of Binge Drinking	35%	33%	↓ 5.7% 😊
Driven under the Influence in Past Year	30%	28%	↓ 6.7% 😊
Friends would Disapprove of Driving under the Influence	90%	90%	0% 😊
Students having served as a Designated Driver	63%	65%	↑ 3.2% 😊

## UNM Lifestyle Survey Spring 2014

844 UNM students were surveyed in the Spring of 2014 to determine social trends, common behaviors, and attitudes towards alcohol and other drugs. The following is a summation of the findings from this survey:

1. **Perception of risk of drinking and driving:** 73% of students reported they were somewhat likely to very likely to be arrested for DWI if they were driving after having had too much to drink.
2. **Social norms about drinking and driving:** 90% of students reported they thought their closest friends would disapprove or strongly disapprove if they drove a car while under the influence of alcohol
3. **Alcohol use:**

**All students:** For all students responding to the survey (drinkers and non-drinkers combined) the average number of drinks consumed per week is 2.91 (mean).

**Students who regularly drink alcohol:** Students who regularly drink alcohol consume an average (mean) of 4.47 drinks each week.

**Students who do not regularly drink alcohol:** 35% of all students reported drinking no alcohol in the past 30 days.

4. **Number of alcoholic drinks students think an average student consumes each week:** Students think the average number of drinks typical students on their campus consume each week is 6.7 (mean).

5. **30 day marijuana prevalence:** 26% of all students reported having had marijuana on one or more days in the past 30 days

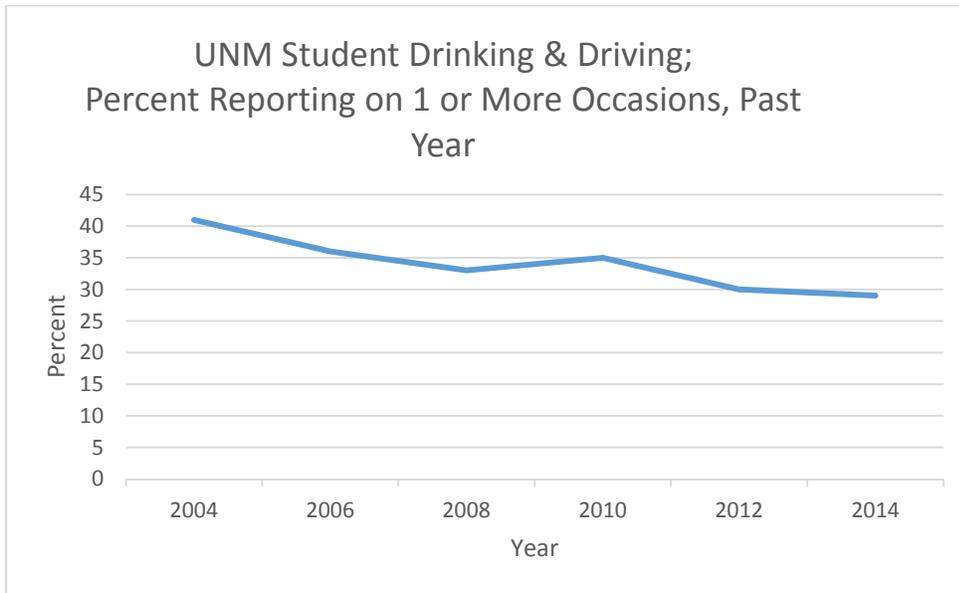
**APPENDIX B**  
**Examples of UNM Students Served**

<b>Event</b>	<b>Audience</b>	<b>Topic(s)</b>	<b>Estimate of students reached</b>
New Student Orientation & Discover UNM	New students, transfer students, & parents	Services, AOD-related norms & policies, AOD facts, contributed to the NSO skit and discussion piece	3,165 new students 1,447 transfer students
Classroom presentations	Students	AOD-related norms, AOD facts & consequences	200
Welcome Back Days (Fall)	Students, UNM community	Services, AOD-related norms & policies, AOD facts	300+
FIG classes	First-year students	Alcohol-related social norms, consequences of risky drinking	40
Greeks @ UNM	Alpha Tau Omega & Alpha Omicron	Alcohol-related social norms, consequences of risky drinking, and safety on alcohol	70
Training	New Student Orientation Leaders	Alcohol-related social norms, consequences of risky drinking, prescription drug abuse, UNM AOD policies	25
Training	Resident and Community Advisors	Consequences associated with alcohol abuse, possible indicators of AOD abuse or mental health issues, resources	80
<b>Other Student Events</b> "Condom-Mint" Birthday Party (w/SHAC), Res Life and ACC events, North Campus Health Fairs, Nutrition Club Health Fairs, El Centro de la Raza events, LBGTQ events, Student Athlete Events, SHAC events	Students	Distributed social norm messages on giveaways, alcohol simulated activities, alternatives to drinking, consequences to risky drinking	1000+
Designated Lobos and DOLLs tabling events	Students	Program recruitment, information dissemination, alcohol simulated activities, give aways, etc.	500
Consultation, information requests	Students	Recovery, treatment resources, data & research requests	20
Dean of Students Disciplinary Workshops	Students	Exploration of goals & values, basic education on AOD, e-CHUG, marijuana info	250+
Electronic CheckUp	Freshman students,	Alcohol use norms, level of risk,	1,500+

To Go (e-CHUG online alcohol education)	student athletes, & sanctioned students	consequences w/ personalized feedback	
<b>Other stats</b>	<b>Explanation</b>		<b>Exposure (Approximately)</b>
Student Volunteers	Student volunteer to assist with data collection, flyer distribution, and program to dos.		10
Student Focus Groups	Engage students, while asking for their input on the COSAP look, programs, norms, etc.		40+
Student Employees	Student employees that work with-in our department and other departments who regularly interact with our program.		10
Social Marketing	Exposure via Daily Lobo, posters, UNM SUB displays, Res Life/ LoboVillage/Casas del Rio, etc.		11,000+
DWI Campaign	Students receiving a notice about DWI checkpoints through this campaign via emails, posters, Facebook, etc.		10,000+
<b>Rough TOTAL of students reached &gt;&gt;&gt;</b>			<b>30,000</b>

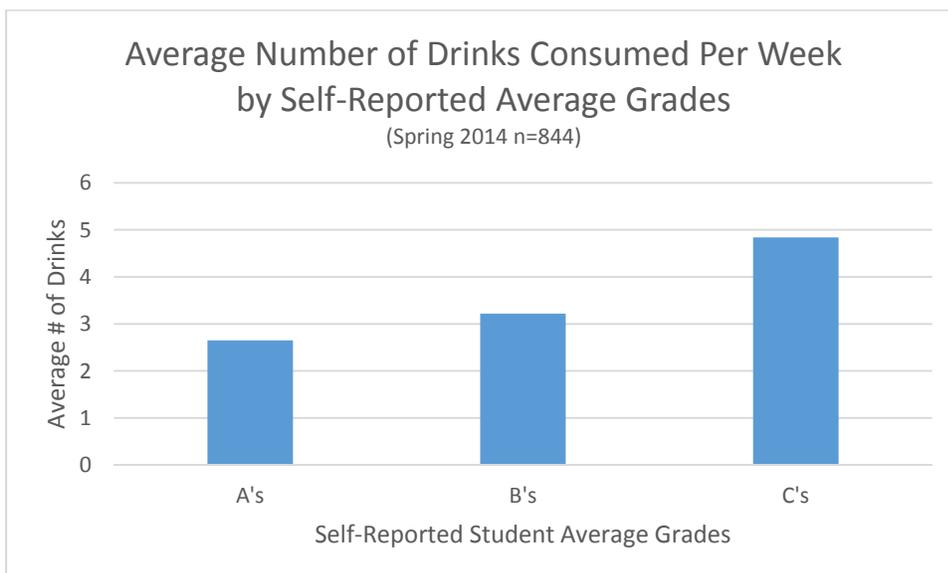
## APPENDIX C

### Drinking & Driving 10-Year Trend Line; UNM Student Lifestyle Survey



## APPENDIX D

### Relationship between grades and alcohol consumption; UNM Student Lifestyle Survey 2014



## APPENDIX E

### “Fun in the 505” distribution on campus

Place	Population Reached
Johnson Center	Commuter & Campus Residents
Student Employment	Commuter & Campus Residents
UNM Bookstore	Commuter & Campus Residents
Financial Aide	Commuter & Campus Residents
Greek Fraternities/Sororities	Commuter & Campus Residents
Women’s Resource Center	Commuter & Campus Residents
University of College Advisement	Commuter & Campus Residents
El Centro de la Raza	Commuter & Campus Residents
American Indian Student Services	Commuter & Campus Residents
Centennial Library	Commuter & Campus Residents
Parish Library	Commuter & Campus Residents
CAPS	Commuter & Campus Residents
African American Student Services	Commuter & Campus Residents
GPSA	Commuter & Campus Residents
ASUNM	Commuter & Campus Residents
Lobo Village	Campus Residents
Casas del Rio	Campus Residents
UNM Residence Life & Student Housing	Campus Residents