

2013-2014 Student Fee Review Board  
Funding Request Application

CASAA/COSAP

Name of Department

Barbara S. McCrady

Dean/Director

Director

Title

MSC11 6280

Campus Address

7-2795

Campus Phone

jstein@unm.edu

E-mail Address

\$ 19,234 [.81 per FTE]

Amount requested per Full Time Enrollment (FTE)

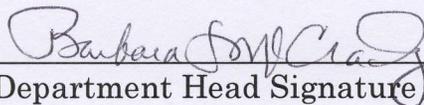
(As a guideline, this year's FTE is **23,620**. Amount above / FTE = Total estimated allocation.)

**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.

Barbara S. McCrady, Ph.D.

Submitted By (Print Name)



Department Head Signature

12-12-13

Date

Please submit an electronic version of this form via email to [sfrb@unm.edu](mailto:sfrb@unm.edu) and a hard copy original of this form plus 15 copies to the GPSA Office, SUB # 1021.

**By Monday December 16, 2013, 5:00 PM.**

**\*Late applications will not be accepted.**

## SFRB Funding Request Questions

*Submitted by:*

**Center on Alcoholism, Substance Abuse and Addictions (CASAA)**

**The Campus Office of Substance Abuse Prevention- COSAP**

**1) Provide a description of the services provided by your department/program, and how they support the mission of the University.**

### Introduction

**Reducing the negative consequences of harmful or risky levels of Alcohol and Other Drug (AOD) abuse** has increasingly become a major goal of colleges and universities across the U.S. The title “Party School” is no longer considered to be a positive attribute of higher education institutions; students and parents are seeking out alternatives to these institutions. Prospective students and their parents favor institutions that emphasize safety, the academic process, and the development of young men and women with maturity and leadership potential. The consequences of failing to provide the safest possible environment are all too obvious:

- ***Higher rates of violence, accidents and injuries, property damage, sexual assault, and even death;***
- ***Academic failure ; and***
- ***Lower retention/ graduation rates.***

**COSAP strives to provide students with education, information, and tools that offer opportunities for reflection on the nature of their choices, and routes for change should they choose to make them.** COSAP has adopted the slogan - *No Lectures, No Hype, Just the Facts* - and with this as our guide, we have found students to be very open to considering ways to reduce the risks that are often presented by substance use and abuse.

**COSAP takes a realistic, “harm reduction” approach to AOD abuse prevention programs. We respect students as young adults - in charge of their own lives and capable of making decisions for themselves.** A student’s academic success and personal health and well-being are closely associated with his/her ability to maintain a reasonable balance between their “academic life” and their social, or “party life.” COSAP’s programs and practices seek to support decisions that help students achieve that balance.

## **COSAP Mission & Current Services**

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 drugs. ***But most importantly, COSAP is a set of resources for students:***

- Students can address questions or concerns about their substance use, or that of a friend or family member, drop by and discuss their options, browse a library of science-based literature on AOD topics, or talk with our staff.
- Students receive aid for AOD related papers or projects for class, ask about 12-step (self-help) meetings on or around campus, find out what kind of risks that taking another's prescription drugs may pose, or explore any aspect of AOD.

**COSAP's prevention activities designed for college students don't stop there. Here are a few of our services provided to UNM students:**

### **Direct-to-students**

- **COSAP currently maintains a website that offers:**
  - A variety of confidential, interactive tools and information upon which to base choices, and includes a web-based alcohol exploration for students who may want to make "adjustments" to their drinking styles;
  - An event request form for student organizations to request a presentation from our staff;
  - Information on current programs such as Designated Lobos;
  - Information on the UNM Smoke-Free policy and resources for quitting;
  - Information on current UNM Alcohol, Tobacco, and Other Drug Policies;
  - A guide to campus and community resources for AOD counseling;
  - Summaries of new AOD research findings;
  - A tool to determine blood alcohol concentration (BAC) based on individuals' consumption, weight, and gender;
  - Safe-ride alternatives to reduce student drinking and driving;
  - Information on prescription drug abuse
  - Volunteer opportunities for students

*Information on the website continues to be updated on a regular basis The COSAP website can be found at: <http://cosap.unm.edu>*

- **New SFRB-funded (2013 -2014) additions to COSAP's website:**
  - Student Athlete's tab (*complete*)
    - Regulations from NCAA, UNM, and Mountain West Conference
    - Information on the effects of AOD on athletic performance
  - Parent & Prospective Students tab (*under development*)
    - Reasons why UNM is a safer school than others without prevention programs
    - What parents need to know about college drinking
  - Two new pages dedicated to COSAP's "Designated Lobos" And "DOLLS" (Diary Of a Lady Lobo) programs have been added to advise students on how to participate and receive rewards (*complete*)

- The entire site is being revised to put greater emphasis on practical resources and to provide a better student-focused look and feel (*complete*)
- COSAP serves students through presentations to student groups, faculty members, and administrators of student programs, Greeks, Student Athletes, and others that wish to encourage students to achieve success without AOD abuse sabotaging their efforts.
- **COSAP works to reach an even broader student population by employing a social marketing approach** designed to promote healthy attitudes and behaviors related to alcohol and other drugs. Social marketing is the use of traditional business marketing messages to “sell” the notion of adopting healthy behaviors in much the same way as other goods or services are sold. The social marketing campaign tools used by COSAP involve:
  - Posters on COSAP’s five information boards, residence hall bulletin boards and departmental boards (rotated monthly) across campus;
  - Outdoor display boards
  - Electronic messages in the Student Union building
  - Mass email communications
  - Daily Lobo ads
  - Social media messaging via Facebook and Twitter
- **COSAP presents accurate and data-driven rates of consumption of alcohol via a “social norms” campaign**; students need not feel they have to comply with an unrealistic, pop-media based false “norm” where the constant message is that “college students drink like crazy”. **Most of our UNM students use alcohol very responsibly and we need ALL of our students to know that!**  
***EG: Over 70% of UNM Students Surveyed Drink from 0-4 Drinks Per Week***
- **COSAP also assists students seeking support with academic projects related to AOD abuse**; literature in the form of pamphlets or journal articles, or answers to personal questions regarding their use of alcohol, tobacco, or other drugs
- **Services are provided to students on a “walk-in” basis** such as assistance with AOD-related academic assignments, referrals to appropriate counseling resources for themselves or friends/family, or requests for specific AOD information

### **COSAP in Collaboration with Other UNM Departments:**

COSAP staff directly impacts students through activities provided in collaboration with the Dean of Students Office (DOS), Residence Life and Housing, the College Enrichment Program, the Student Health & Counseling (SHAC) Health Educator, academic departments, Cultural/Ethnic Student Centers, and other campus entities. ***Last year over 20,000 students were impacted through activities that included (See Appendix B for detailed numbers; note- only those students with whom COSAP staffs interacted with in-depth were reported.)***

- Awareness events, e.g., Slam Dunk Into Spring Break!, Welcome Back (Health & Safety) Days and Discover UNM (DOS/NSO);
- Training for Resident Advisors and New Student Orientation leaders (RLSH);
- Classroom-based sessions for students (Academic Depts.);
- Interactive decision-making and social norms components for first-year students (Freshman 101 class groups);
- Outreach to students via social networking vehicles and other printed materials disseminated via various media channels
- A three-hour, AOD education & awareness workshop in lieu of fines and other disciplinary action for students charged with violating campus policies or similar community laws (DOS); and
- Administration of the online *electronic CheckUp To Go* (e-CHUG) for incoming freshmen and student athletes and is available to all students via the COSAP website (DOS, Athletics)

***COSAP serves students from their New Student Orientation experience through the day they graduate;*** all of our strategies are “evidence-based,” that is, showing effectiveness in peer reviewed scientific journals, and keeping our number one priority in focus: the well-being of our UNM students.

**COSAP aims to empower our most precious resource- our students; to be free from risky substance use that can lead to serious consequences.** Decisions about alcohol consumption not only can affect students but can also affect the life of the university. **We want students to be happy, study hard, play hard, and use substances in moderation if they choose to use them at all. We want them to be happy, *and* graduate!**

## **2) Provide a brief description of the history and future plans of your department/program. Please briefly describe services offered that are unique to the University.**

### **COSAP’s History**

COSAP was established in 1992 with two primary areas of responsibility: (1) to ensure the University’s compliance with the Drug Free Schools & 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.** Since its creation, COSAP gradually has decreased its provision of employee services to allocate more resources to students.

**UNM’s base I & G funding for COSAP has remained stagnant since its inception 20 years ago., A small allocation from students has made, and can continue to make, a huge difference in COSAP’s ability to reach out to UNM students with creative and effective programs. *The prescribed and transitory***

***nature of state and federal grant awards presents challenges that have been lessened with SFRB funding, and have provided a stable means to offer benefits DIRECTLY TO UNM STUDENTS.***

### **COSAP's Future Plans**

Over the past 3 years COSAP has been re-created to become more student-driven in its program development and greater emphasis has been placed on "Harm Reduction" rather than "abstinence" to reduce negative consequences from substance abuse. In other words, our approach is about moderation, safety, and encouraging students to "get each other's backs" to keep everyone safe. The new approach also seeks to encounter students where they are most comfortable - on campus and via the online and social networking environments.

To achieve reductions in the "harms" created by AOD abuse, COSAP has focused on more outreach directly to students. The program's approach is to be more visible on campus with staff participation in a wide variety of campus events, and to offer more programs with appeal to a larger range of students.

COSAP is also constantly monitoring changing trends in alcohol and other drug use at UNM. One problematic trend that has emerged is the use of prescription drugs. **(See Appendix E)** This represents a threat to the welfare of students and for that reason approaches are currently being considered to address the problem.

### **Unique Services Offered**

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. The entirety of the programs and services listed in this section (above, pages 1 - 4), including the "collaborative" efforts, are developed and administered by COSAP.

## **SFRB Budget Overview**

### **3) Specifically state which line items will be covered and to what extent by SFRB funds. What is the anticipated impact on the student population?**

COSAP is seeking continued support from the SFRB for an undergraduate student employee and a graduate student, plus a small budget in support of the projects they will initiate and maintain. **Our budget is quantitatively and qualitatively nearly identical with our 2012 -2013 request.**

This will enable COSAP to continue its various outreach and prevention programs. More detail and references to budget line items follow.

## Project Rationale/Goals

The following is a description of COSAP's proposed program using SFRB funding to **1) reduce drinking and driving among UNM students, and 2) to decrease risky behaviors AND increase safe or moderating behaviors.**

### Proposed Project Budget

#### **Budget Line Items**

COSAP is requesting funds for a student employee, a graduate student, and supervision and management to continue the development and administration of the following programs.

Column G

#### **Staff**

Line #3: Staff salaries in support of management and supervision of proposed projects

Line #4: Student employee wages

Line #4: Graduate student wages (note: COSAP intends to hire a part-time Project Assistant Graduate student; this is classified under line item 4 along with undergrad compensation)

Line #6: Fringe for above

Line #7: Total employee/staff compensation

#### **General Expenses**

Line #9: Media Supplies (printer ink, lamination for posters, etc.)

Line #10: Incentives (these are expenses for novelties and prizes provided to students for participation in COSAP programs. The grand prize for our Designated Lobos drawing is a \$1,000 travel voucher; an iPad, and \$50 in LoboCash are also awarded.)

Line #15: Routine copying and printing of program materials

Line #16: "Professional Services" is the category UNM uses for Daily Lobo advertisements

#### **The Programs COSAP's Student Employees & Staff Will Implement with assistance from SFRB:**

A) Development of programs to address drinking & driving among students. COSAP launched the **"Designated Lobos" rewards program** with the help of SFRB funding during the first week of fall classes 2012. This program has already provided a focal point for encouraging the use of "DDs" and has rewarded students for serving as a DD for their friends. **COSAP will continue to conduct this program through the 2014-2015 academic year with SFRB support.**

B) National trends in college drinking have revealed that women college students are beginning to catch up to their male peers on the key measure of risky drinking (binge drinking). That's why COSAP has created **"DOLLS"- Diary of a Lady Lobo** to provide information about women and alcohol use. In general, women are biologically and socially affected by alcohol differently than are males. We want to provide our Lady Lobos with the knowledge and the confidence they need to make safe and smart

choices about whether or not to drink and how to do so. **The program was launched in fall 2013 with the help of SFRB funding, but is just beginning to engage both females AND males (who play a part in the risks assumed by women drinkers).**

**C) Media/Awareness Campaigns and coordination/management of collaborations between COSAP and UNM departments and student groups** (i.e., Greek Life, ASUNM, Student Ethnic Service Centers, Athletics (Howl Raisers), and others to programmatically address risky AOD behaviors. COSAP would like to further develop these relationships (along with new ones) and initiate new programs that directly benefit students. Examples would be COSAP's participation with Student Housing in last spring's "Spring Break Awesomeness" event.

D) **"Fun in the 505"** is COSAP's booklet for students with fun ideas for things to do in the greater Albuquerque that do not depend on the use of alcohol. It was distributed during Lobo Move-in at UNM residence halls, and throughout the fall term at various campus locations. With the help of SFRB funding COSAP will be able to produce and print a THIRD version of "Fun in the 505" for students at summer 2014 orientation and for on campus distribution next fall. **This initiative is of particular importance to serving student residents at UNM's two new American Campus Communities residences Lobo Village and Casas del Rio, where the need for new prevention programs have been identified.**

**Our rationale is to address problems that have consistently shown up in our Student Survey data; drinking and driving, risky or "binge drinking" and physical, psychological, and academic consequences arising from abuse of substances.**

**Note:** Most of COSAP's main campus administrative costs are covered by I&G funds, as are most of our office needs (telephone, copier, etc.) **Nearly 100% of the SFRB funds requested will be put to work DIRECTLY toward student wages and student outreach programs.**

## **IMPACT**

**Programs such as the ones described above have proven records of effectiveness for reducing student risks and increasing student success.** With programs aimed at preventing drinking and driving, risky drinking, and improving the rates of student's use of moderating or "protective" behaviors (e.g., setting limits on number of drinks, tracking the number of drinks consumed, using DD's or safe-ride alternatives and refusing to ride with an intoxicated driver, limiting the amount of money spent on alcohol, avoidance of drinking games, etc.) we can reduce the toll on students (drinkers as well as non-drinkers) and improve rates of retention and graduation (see Question 11 for details).

These behaviors are all measured via the UNM SLS; we have had good results in reducing drinking and driving to date (*See Appendix C*), but this and other behaviors could be reduced further with continued, effective programming.

**4) What outside sources of funding (Not SFRB funding) has your department or program sought out in the last fiscal year? Please distinguish individual departments within UNM in which funds were requested.**

No new sources of funding for college drug and alcohol prevention were made available during the past fiscal year (July through December). Funding sources for college prevention are scarce at this time, however the COSAP staff are reviewing several federal grants under the Substance Abuse and Mental Health Services Administration (SAMHSA) for potential assistance.

**5) What budgetary increases or decreases from other funding sources (i.e. not SFRB funding) do you anticipate compared to your budget from last year? Please explain.**

COSAP has traditionally supplemented its small operating budget (provided via UNM I&G) by seeking state and federal grants; in the past few years, these sources of funding have shrunk considerably and in some cases disappeared completely. Since the program was established in 1992, COSAP's 1 FTE (Program Manager) has been the only stable support we can count on to provide services to over 25,000 UNM students.

Most of COSAP's grant funding is expected to be stable for the upcoming year (FY14). Our largest grant, from the New Mexico Department of Human Services allows a maximum of 20% of its funds to be used at UNM. This grant was awarded to COSAP to address AOD prevention at 6 New Mexico college campuses statewide.

**6) Describe in specific detail any increase in SFRB funding being requested and how that increase in your department/program will directly impact the UNM student population.**

COSAP is requesting **NO INCREASE** in funds from SFRB; we are seeking approximately the same level of funding for 2013 – 2014 (.81/FTE) as received in 2012 - 2013.

**7) If last year's SFRB budget were spent on other expenses please provide a brief explanation.**

None of the funds provided by SFRB were spent on expenses other than those requested in our budget.

## **Relationship to and Cooperation with the UNM Community**

### **8) UNM is a Hispanic/Minority serving institution. How has your department or program contributed to or engaged in this mission?**

COSAP has worked closely with programs and departments that serve underrepresented students at UNM, some of which are the UNM Ethnic Service Centers, The College Enrichment Program, and the Global Education Office. COSAP also hires student employees from a wide variety of ethnic backgrounds and ensures that our data gathering (surveys and focus groups) are always representative of our diverse student population. This allows us to take all of our students' needs and viewpoints into consideration when designing programs and services. With respect to serving our UNM students, COSAP strives to reach a high degree of cultural competency, always keeping our resources relevant to all students.

COSAP staff are of a single mind in that we serve ALL students at UNM with the same passion, regardless of race, ethnicity, sexual orientation, age, and gender.

### **9) How does your department/program collaborate with other departments / programs?**

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 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 and COSAP** work together on programs for students sanctioned for campus policy violations and training for New Student Orientation Leaders; COSAP supports training for **CEP** orientation leaders as well as conducts presentations for students attending this orientation program; and **Student Housing, American Campus Communities (ACC), and COSAP combine** to effectively train RA's / CA's and 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 presentation, social norms marketing campaigns, and works with the Howl Raisers on promotions that discourage overconsumption or 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.

Despite these collaborations, it is challenging for COSAP to serve many student groups in a meaningful, effective way with our current financial structure (COSAP base funding via I & G unchanged since 1992). The ability to provide programs that benefit ALL students developed through such collaborations is the intent of our funding request.

**10) Describe improvements your department/program has implemented in the last year to improve services and accessibility of the service you provide.**

As stated previously in this document, 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. COSAP has 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 490 to approximately 700.

With SFRB support in the form of a student employee with website development skills, a complete redesign of the COSAP site has also been achieved in the past year and will continue to provide the latest AOD research news and relevant and timely information regarding COSAP programs to our students. COSAP staff has added new pages and links to our website and is currently using the website as a communication tool for students and programs to reach us and/or request services.

COSAP has also recommitted efforts to friendly, effective service to students who arrive at our office seeking to participate in a program or are in need of information. Here's what one student commented on our Facebook page:



## New and/or Improved Programs

COSAP's newest program launched with the help of SFRB funding is "DOLLS-Diary of a Lady Lobo." This new initiative aims to increase awareness among UNM women on the physiological and social effects of alcohol that are unique to females.

In the past year, also with SFRB funding, COSAP made improvements to the program, "Designated Lobos" a designated driver program in which students are encouraged to be designated drivers for their friends when they socialize. Participation has increased dramatically since we've begun promoting the program at campus tabling events on a frequent basis. This program rewards students who take on the responsibility. Incentives include movie tickets and a chance to win a trip to Las Vegas, NV for two, an I-Pad, or Lobo cash.

The second edition of "Fun in the 505", a booklet that gives students healthy and fun alternatives to risky drinking was also launched out of the COSAP office this year. This booklet was distributed to student housing facilities and locations on campus to reach our on-campus residents and commuter populations. Our student employee staff is in the process of starting version three for the 2014 -2015 academic year. (See Appendix F for a list of campus distribution points for "Fun in the 505")

**COSAP believes this booklet, along with the other improvements listed above, are helping to make COSAP a more recognizable resource for students and is breaking down barriers for students seeking some help with AOD issues.**

## 11) What role does your department/program play in student recruitment, retention, and graduation?

In a study of undergraduate student retention conducted by George Mason

University (2002), researchers surveyed academic affairs personnel at a number of universities in the United States regarding the reasons students fail to graduate and are lost to attrition. **This study found that approximately 30% of students who drop-out of college do so because of their abuse of alcohol or other drugs.** UNM is not exempt, and with the formula for state appropriations changing we must be proactive in our prevention efforts. Our students lost to attrition represent a loss of human resources.

The prevention services COSAP provides—independently and collaboratively—play a critical role in student retention and recruitment efforts. Research from the National Institute on Alcohol Abuse and Alcoholism (NIAAA) has shown that **one of every four undergraduates report experiencing direct academic consequences related to drinking such as missing class, falling behind in coursework, and performing poorly on an exam or important project, and for the majority of students, there is an inverse relationship between academic success and alcohol consumption, i.e., the more alcohol a student consumes in an average week, the lower the student’s grade point average (see Appendix D).**

Surveys of prospective students and parents confirm an enhanced interest in **safety issues, including alcohol use and related incidents**; thus the importance of maintaining a reputation as an institution of academic excellence that promotes student safety and well-being becomes even more essential for successful recruitment of students from New Mexico and beyond.

## **Prevention vs Cure**

The failure to prevent AOD abuse results in higher costs for counseling services, adjudication of student behavior problems, public safety/security, and repairs of damaged property. In addition, resident students often suffer from the “secondary effects” of student AOD abuse - difficulty maintaining healthy study and sleep habits in the midst of disturbances by intoxicated students leads to residents transferring to other institutions or to off-campus housing, thereby resulting in a loss of revenue.

A conservative model developed by the well-respected *Outside The Classroom Inc.*, which factors research, data from higher education experts, and detailed interviews with campus professionals puts **the cost of high-risk drinking at \$575,000 per 10,000 students at public institutions making an “average” investment in prevention.** With an appropriate level of stable resources, the model predicts a potential **savings of over \$500,000 of those costs for an institution of UNM’s size.**

**In summary**, research shows that the well-conceived, effective, and comprehensive prevention of AOD abuse is strongly associated with **student academic success**, with overall **health and well-being**, and with increased rates of **retention and graduation**. In addition, failure to prevent high-risk drinking and its associated behaviors leads to significantly increased and unnecessary costs- resources that can be better directed to other university needs. These objectives are all critical to the achievement of a healthy campus community.

## **Student Involvement**

### **12) How are students involved in the decision making process of your department and/or program?**

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.

### **13) How do you plan to increase student participation in your department/program and improve service and accessibility to the students of UNM?**

In the past several terms, COSAP has 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. **COSAP's plan is to develop a more formal system for harnessing the energies of these students in order for both parties as well as the UNM student body as a whole to benefit.**

Data collected on campus has shown that COSAP has made great strides over the past three years in becoming more visible to students on campus via outreach events and programs- much of this can be attributed to SFRB support. Our intention is to continue increasing these efforts.

COSAP has also begun exploring avenues through which we could better reach non-traditional, part-time, and commuter student populations. One of the ways COSAP has accomplished this over the past year is through the distribution of program information via locations commuter students are likely to frequent. COSAP has even distributed information via "windshield flyers" at South, G, and T parking lots.

**14) Describe your program's level of participation.**

**a) How many students are actively involved in your department/program? Please provide a brief example.**

Students working with COSAP through collaborative prevention efforts with other UNM departments include:

- a. Student Resident Advisors and Community Development Specialists who depend upon COSAP for training, program and event support, and professional consultation. These students: play an important role in referring students for appropriate assistance for an AOD issue, react appropriately in the event of an alcohol poisoning event, and participate in the enforcement of UNM's dry campus policy. (approx. 74 RA & CA's)
- b. New Student Orientation Leaders and College Enrichment Program Leaders are a new or transfer students' first encounter with UNM in an official role. These students conduct COSAP-developed AOD content which includes a social norms discussion. (approx.. 26 NSO Leaders + 12 CEP orientation leaders)
- c. Volunteers who participate with us in a variety of ways described in Question #13

There are also other students who, from time to time contribute to our mission. These students are all actively involved in prevention at UNM under COSAP's advisement. These include student athletes, members of Greek chapters, and volunteers. Without such student assistance COSAP's outreach to the entire student population would be limited.

NOTE: These numbers do not reflect the number of UNM students SERVED by our program. Please see Appendix B for that information.

**b) How many students are impacted by your department/program? Please provide a brief example.**

COSAP's programs and services are designed to impact ALL UNM students; the total reach and impact is difficult to measure. Periodically COSAP conducts surveys to ensure students are seeing our messages, and we track attendance at events, record numbers of encounters at tabling situations, and keep a log of student telephone and "walk-in" encounters.

(Please see **Appendix B** for a more detailed breakdown of the methods by which COSAP impacts students)

## **15) How many students do you employ, including graduate assistants, interns, etc?**

COSAP normally employs:

- 3 student employees (1 student employee from SFRB @ 100%, 1 student employee @ 50%); and
- 1 graduate student (50% SFRB funded).
- COSAP was able to provide a staff position to a recent graduate and long-time COSAP student employee, so opportunities for our students exist BEYOND graduation!

As previously stated, our students provide an essential component in COSAP's services to students. Our request to the SFRB for funding will allow continuity of programs and continued success in reducing AOD problems among UNM students.

## **Self-Evaluation**

### **16) Describe in detail the systems in place for tracking the UNM student population and non-UNM student populations served by your department/program. This includes how you track the students you serve on a repeat basis and the students that are served just once. Comment on the system's effectiveness, changes made this year, and plans needed for improvement. (Note: We realize that tracking systems will vary across departments/programs.)**

The procedures used to track student contact instances vary from program-to-program, and some of COSAP's numbers of students served have been described in question #14 and Appendix B. Some initiatives such as the dissemination of the UNM Drug-Free Campus Policy are directed at the entire population of undergraduates and are accomplished via annual publication in the UNM *Pathfinder*, in the UNM Schedule of Classes, and via the UNM-wide email Listserv. These outreach initiatives can be counted as the number of students in the UNM student population (undergrads AND graduate students).

Other programs directed at smaller groups of students, such as chartered Greek organizations, student athlete groups, AOD education workshops for sanctioned students, and in-class presentations, are typically counted with sign-in sheets. Student contacts at informational/educational opportunities such as themed tabling events are counted via the use of a hand-held counter ("clicker"). In these cases, only students who stop at the COSAP booth or table and engage in a meaningful discussion, ask questions, or receive pamphlets or other materials are counted. Students who take advantage of the online assessment *electronic Checkup To Go (e-CHUG)* via the COSAP website are counted via the downloadable database provided by the

management team at San Diego State University where the instrument is housed. This service is provided only to UNM students.

Student “walk-ins” are tracked via entries into the COSAP “Student Encounter Database,” which includes details regarding the purpose of the visit, what services COSAP staff members were able to provide, and the time spent with the student. This method of tracking was instituted at the beginning of the fall term of 2010, when we realized that increasing numbers of students were seeking advice and information from COSAP.

COSAP utilizes a combination of approaches to evaluate the reach and impact of the social marketing campaigns it operates. The *Daily Lobo* provides COSAP with estimated numbers reached and COSAP included a question regarding *Daily Lobo* readership in an iPad survey (OSA’s Student Voice/Campus Labs) conducted periodically. The other outlets and locations for social marketing messages, (e.g., SUB, COSAP and residence hall bulletin boards, display signs, departmental spaces, etc.) are spatially separated around campus and placed in high-density areas where students live, socialize, and attend classes. Although it isn’t possible to count every individual student who views the information displayed in these various campus venues, COSAP is able to extrapolate overall student contact through carefully designed surveys.

COSAP’s services are made available exclusively to UNM students with few exceptions. In some cases such as outdoor tabling events (Welcome Back Days) information is made available to anyone requesting it. Similarly, social marketing efforts using ads placed in the *Daily Lobo* may be viewed by anyone, but these are among very few exceptions to COSAP’s mission of service to UNM students.

### **Effectiveness/ Improvement**

COSAP has placed a greater emphasis on tracking student contacts and access to services in recent years in response to increased demand by UNM and grantors for these numbers. We believe that we have developed effective means to track student participation in nearly all of our activities.

COSAP staffs have also just completed training on the Web Content Management system (WMCS) and our site is now more easily updated and edited. Soon, we will be able to better track “hits” and page usage on various parts of our site.

### **17) What methods have been used in evaluating your department/program (for example, surveys, focus groups, interviews), and have these methods proved to be effective?**

Every year since 1993, COSAP has conducted a large-scale survey of students’ alcohol/other drug use (The New Mexico Student Lifestyles Survey), perceptions, and attitudes to help steer program content and outreach methods, and 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 **Student Voice**, 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. (Again, a brief list of these is included in **Appendix A**)

## **Use and Effects of Funds and Action on Prior Recommendations**

**18) State your objectives for the funding you received through the previous SFRB process. Describe how you met those objectives, and if you did not, please explain why.**

**a) Provide a short outline of each program/ project SFRB**

**funds are used for. How long has each program/ project been in operation? What are the outcomes of each program/project?**

COSAP's SFRB funding request last year was to develop and support new and existing prevention programs.

**(See next page)**

<b>Program</b>	<b>Objectives</b>	<b>Outcomes</b>	<b>Status</b>	<b>Started in...</b>
<p>“Fun in the 505” Booklet Vol. 2</p>	<p>To provide fun ideas in the Albuquerque area for alternatives to risky drinking</p> <p>The 2<sup>nd</sup> edition of the “505” booklet was developed over the spring 2013 term, then printed and distributed in late July 2013</p> <p>It was made available to students at “UNM Discover,” Lobo “Move-In,” student housing areas ( Res Life, Casas del Rio, Lobo Village), and is now available campus-wide</p>	<p>The booklet was launched successfully and distributed to all UNM resident students (3,900) and across campus (540)</p> <p>Reactions to the 2<sup>nd</sup> edition booklet have been overwhelmingly positive, with students reporting that they have <i>used</i> the booklet to find things to do in the UNM area</p>	<p>COSAP staffs are already working on the third edition of the booklet to be distributed this summer</p> <p>Some new ideas for alcohol-free activities will be included, and a new look for the booklet is being designed. Student input via focus groups will be a huge asset to the information and design of the 3<sup>rd</sup> booklet</p> <p><i>Activities related to second edition publication successfully printed and distributed. Plans are underway for the third edition</i></p>	<p>Fall 2012</p>
<p>The “Designated Lobos” Program</p>	<p>To reduce drinking &amp; driving by rewarding students for being a “DD”</p>	<p>The COSAP “Designated Lobos” program was initiated on the first week of classes of the fall 2012 term and continued through the 2012-2013 academic year. DD Lobos is continuously ongoing through the 2014-2015 year as well</p> <p>Since that time, close to 450 students have signed-up, and many have received rewards for</p>	<p>COSAP is exploring new ways to encourage students to not only sign-up, but to utilize the program and earn rewards. COSAP staffs have increased their tabling efforts to meet this objective</p> <p><i>This program is building a sizable following among UNM students; COSAP hopes to continue growth of the program</i></p>	<p>Fall 2012</p>

		being the “DD” for their friends at participating bars and/or parties. Three of our lucky lobos were also awarded a trip for two (\$1,000 voucher), an i-PAD, and Lobo Cash for participating	<i>in the upcoming year</i>	
Media & Awareness Campaigns	<p>To increase awareness of the dangers of prescription drug abuse</p> <p>To reduce <i>misperceptions</i> of the rates of alcohol use, consequences, moderate drinking, and safe or protective behaviors</p>	<p>COSAP has already developed &amp; launched its “<i>You Don’t Know What You’re Messing With</i>” campaign to discourage illicit Rx use</p> <p>Social Norms campaigns are being developed to address new student sub-groups (Greeks, Student athletes, resident students)</p> <p>COSAP staff has also connected alcohol and other drug prevention efforts to nutrition and other wellness areas to reach different populations of students</p>	<p>COSAP is increasing its use of social networking (Facebook) to reach students with new media products. This requires increasing the number of “likes” which is progressing at a good rate</p> <p><i>SFRB funding has allowed for a sizable increase in the number of media pieces produced and distributed through multiple channels</i></p>	5+ years ago
The “5th pocket” safe-ride card program	To decrease student drinking & driving by providing an emergency means for students to access safe transportation should they become too intoxicated to drive or are unable to secure a safe ride with their friends	<p>COSAP was unable to create this program as we had hoped. There was much difficulty collaborating with cab companies, UNM entities, etc. to get this program underway</p> <p>However, COSAP continues to join forces with “The Party</p>	<i>Since COSAP was unable to create the 5<sup>th</sup> pocket as hoped, another program specifically for students was created (see below)</i>	N/A

	COSAP has been developing the program with support from student fees	Trolley,” “Tavern Taxi,” and other safe ride services to ensure that our students have the contact information for their services		
DOLLS “Diary Of a Lady Lobo”	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 staff has gathered national and local (UNM) quantitative data, as well as qualitative data from UNM lady Lobos through anonymous testimonials at campus wide events	<p>This pilot program was launched with the help of SFRB funding, but is just beginning to engage both females AND males (who play a part in the risks assumed by women drinkers). It is undergoing continuous development to provide brand appeal to UNM women</p> <p><i>It is our intention to get this particular program up and running to its full potential for the Spring 2014 semester</i></p> <p><i>Upon full participation, bigger events are in the works for student incentive and involvement</i></p>	Fall 2013

**19) Specifically address and comment on each recommendation made to your departments/program by last year's SFRB.**

COSAP did not receive recommendations from the SFRB last year.

**Summary**

**20) Provide any other information or a narrative that will assist the SFRB in making a decision to grant your department/program funding.**

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.

As stated in various ways throughout this application, 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 the SFRB for the support received in the past year. 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, 2012 vs 2013

KEY INDICATORS	2012	2013	% Change
Rate of Underage Drinking – Past 30 Days	61%	52%	↓ 14.7% 😊
Overall Past 30-day Use of Alcohol	69%	63%	↓ 8.7% 😊
Rate of Binge Drinking	38%	35%	↓ 7.9% 😊
Driven under the Influence in Past Year	30%	30%	0% 😊
Friends would Disapprove of Driving under the Influence	89%	90%	↑ 1.1% 😊

### UNM Lifestyle Survey Spring 2013

867 UNM students were surveyed in the Spring of 2013 to determine social trends, common behaviors, and attitudes towards alcohol and other drugs. The following is a summation of the findings from this survey:

- 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.
- 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
- 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 3 (mean); half of all students consume 1 drink or less per week (median).

**Students who regularly drink alcohol:** Students who regularly drink alcohol consume an average (mean) of 4.8 drinks each week; half of students who regularly drink alcohol consume 3 drinks per week or less (median).

**Students who do not regularly drink alcohol:** 37% of all students reported drinking no alcohol in the past 30 days.
- 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 7.22 (mean).
- 30 day marijuana prevalence:** 24% of all students reported having had marijuana on one or more days in the past 30 days

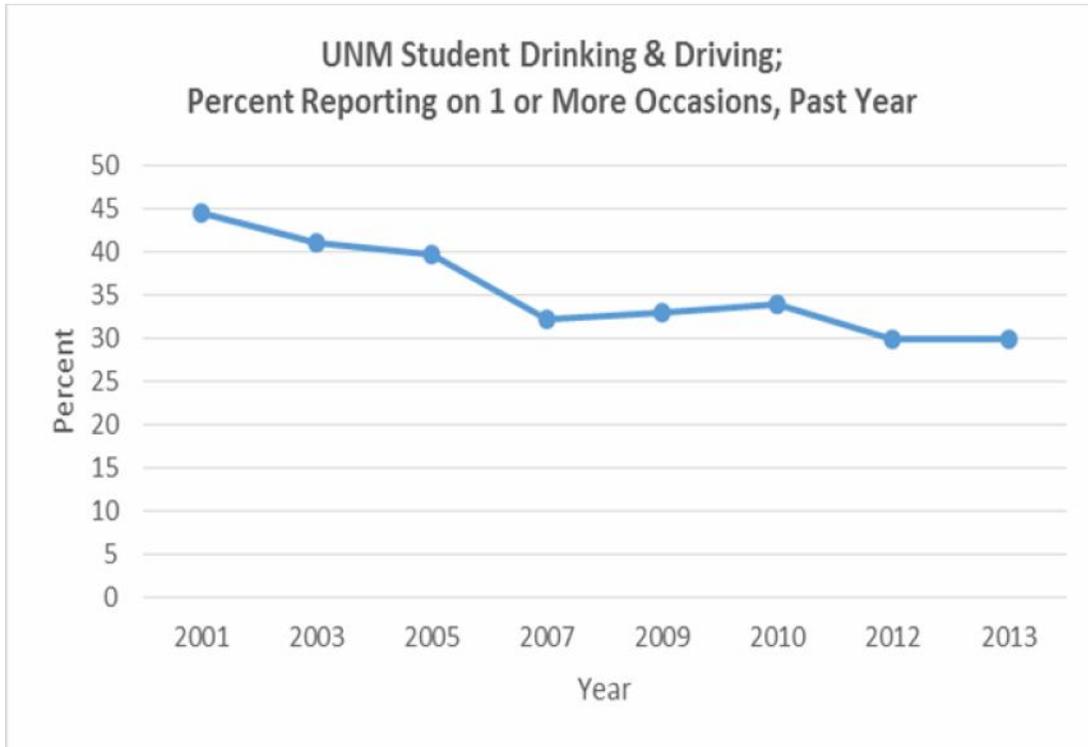
**APPENDIX B**  
**UNM Students Served**

<b>Event</b>	<b>Audience</b>	<b>Topic(s)</b>	<b># of Events</b>	<b># of students</b>
Discover UNM	New students, parents	Services, AOD-related norms & policies, AOD facts	11	666 (students)
Classroom presentations	Students	AOD-related norms, AOD facts & consequences	6	155
Welcome Back Days (Fall)	Students, UNM community	Services, AOD-related norms & policies, AOD facts	2	230
FIG classes	First-year students	Alcohol-related social norms, consequences of risky drinking	2	40
Greeks @ UNM	Alpha Tau Omega	Alcohol-related social norms, consequences of risky drinking, and safety on alcohol	1	55
Training	CEP Advisors & Mentors	Consequences associated with alcohol abuse, possible indicators of AOD abuse, mental health issues, resources	1	15
Training	New Student Orientation Leaders	Alcohol-related social norms, consequences of risky drinking, prescription drug abuse, UNM AOD policies	1	26
Training	Resident and Community Advisors	Consequences associated with alcohol abuse, possible indicators of AOD abuse or mental health issues, resources	1	80
College Enrichment Program (CEP)	Incoming students	Alcohol-related social norms, consequences of risky drinking	9	575
Other Student Events- Slam Dunk into Spring Break  UNM Athlete Welcome Back Lunch  "Condom-Mint" Birthday Party (w/SHAC)  Mario Kart- DWI Simulator (x2)	Students	Distributed social norm messages on giveaways, alcohol simulated activities, alternatives to drinking, consequences to risky drinking	5	725
Designated Lobos and DOLLs tabling events	Students	Program recruitment, information dissemination, alcohol simulated activities, give aways, etc.	20	500
Consultation, information requests	Students	Recovery, treatment resources, data & research requests	20	20
Dean of Students Disciplinary Workshops	Students	Exploration of goals & values, basic education on AOD, e-CHUG, marijuana info	20	280
Electronic CheckUp	Freshman students &	Alcohol use norms, level of risk,	N/A	1,354

To Go (e-CHUG online alcohol education)	sanctioned students	consequences w/ personalized feedback		
e-CHUG	Freshman Student Athletes	Alcohol use norms, level of risk, consequences w/personalized feedback	3	60
<b>TOTAL &gt;&gt;&gt;</b>				<b>4,772</b>
<b>Other stats</b>	<b>Explanation</b>		<b>Exposure (Approximately)</b>	
New Student Orientation	Created the new student orientation game, "Jeopardy" to make awareness of UNM policies, social norms, safety habits, etc. for students		3,000	
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.		44	
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.		12,000	
DWI Campaign	Students receiving a notice about DWI checkpoints through this campaign via emails, posters, Facebook, etc.		12,000	
<b>TOTAL &gt;&gt;&gt;</b>				<b>27,064</b>

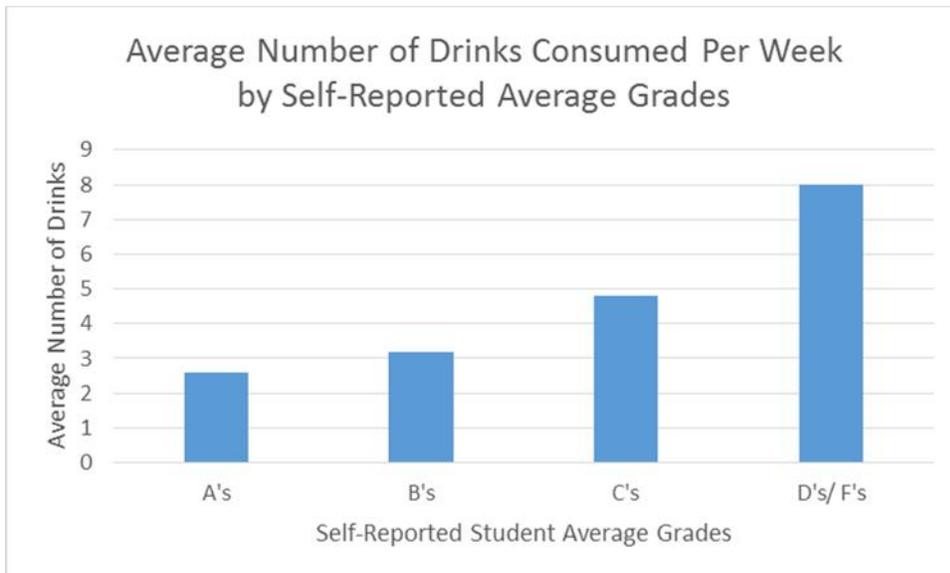
## APPENDIX C

### Drinking & Driving 13-Year Trend Line



## APPENDIX D

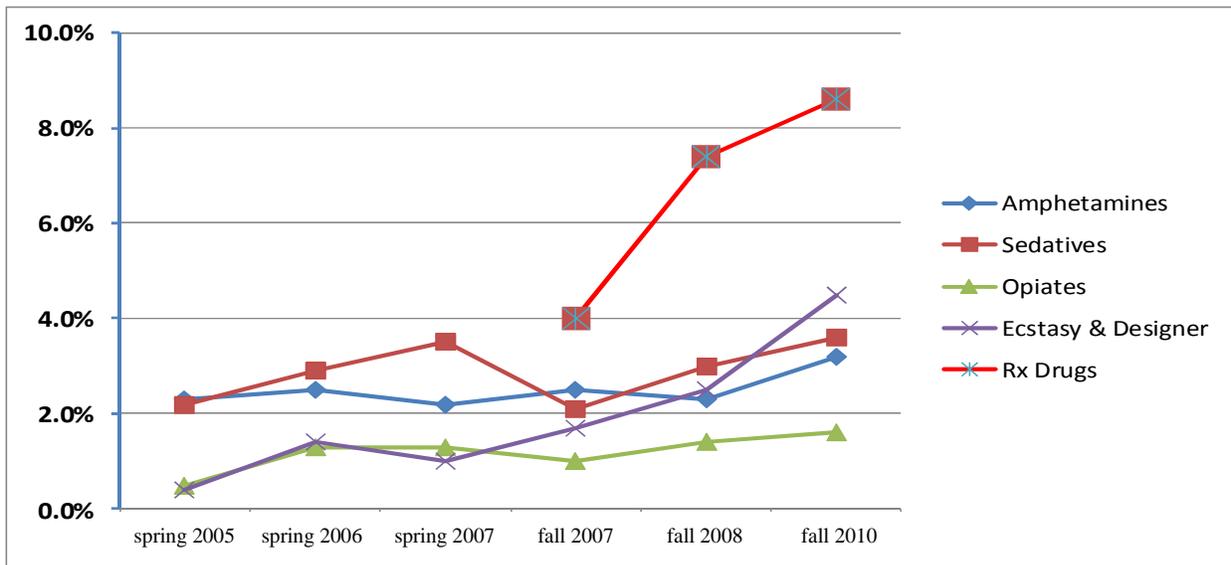
### Relationship between grades and alcohol consumption; UNM Students



2013 UNM Student Lifestyles Survey, N = 867

## APPENDIX E

### Prescription and Other Drugs: Past 30 Day Use, One or More Occasions



UNM Core Survey & Student Lifestyle Surveys

## APPENDIX F

“

### Fun in the 505” distribution on campus

Place	Population Reached	# of books
Johnson Center	Commuter & Campus Residents	55
Student Employment	Commuter & Campus Residents	30
UNM Bookstore	Commuter & Campus Residents	20
Financial Aide	Commuter & Campus Residents	40
Greek Fraternities/Sororities	Commuter & Campus Residents	25
Women’s Resource Center	Commuter & Campus Residents	40
University of College Advisement	Commuter & Campus Residents	20
El Centro de la Raza	Commuter & Campus Residents	15
American Indian Student Services	Commuter & Campus Residents	15
Centennial Library	Commuter & Campus Residents	10
Parish Library	Commuter & Campus Residents	10
CAPS	Commuter & Campus Residents	20
African American Student Services	Commuter & Campus Residents	10
GPSA	Commuter & Campus Residents	5
ASUNM	Commuter & Campus Residents	5
Lobo Village	Campus Residents	864
Casas del Rio	Campus Residents	1,028
UNM Residence Life & Student Housing	Campus Residents	2,000
<b>TOTAL &gt;&gt;&gt;</b>		<b>4,212</b>



# Form A

## SFRB Funding Request Form

STUDENT FEE REVIEW BOARD  
FISCAL YEAR 2014-2015

DEPARTMENT CASAA  
VICE PRESIDENT Barbara S. McCrady, Director  
INDEX # 028115

	A	B	C	D	E	F	G
DESCRIPTION	TOTAL 2013-2014 BUDGET	DEPARTMENT OPERATING BUDGET 2013-14	SFRB BUDGET 2013-2014	SFRB BUDGET REVISIONS 2013-2014	TOTAL 2014-2015 BUDGET	DEPARTMENT OPERATING BUDGET 2014-15	2014-2015 SFRB BUDGET REQUESTED
1 Faculty salaries							
2 Staff salaries	53,255	53,255		7,000	58,055	53,255	4,800
3 SUBTOTAL NON-STUDENT SALARIES (Line 1+2)	53,255	53,255	-	7,000	58,055	53,255	4,800
4 Student (student employment & workstudy)	5,195	250	4,945	2,000	7,900	250	7,650
5 GA, TA, RA - Pay and Benefits	6,000		6,000				
6 Fringe Benefits on Staff & Faculty salaries	500		500	2,450	1,829		1,829
7 TOTAL COMPENSATION (Lines 3 - 6)	64,950	53,505	11,445	11,450	67,784	53,505	14,279
<b>GENERAL EXPENSES</b>							
8 3100 Office Supplies (General)	200	200			200	200	
9 3130 Media Supplies	1000	1,000		2,000	1,500	1,000	500
10 4640 Incentives					2,000		2,000
11 6000 Telecom Charges	270	270			270	270	
12 6020 Long Distance	100	100			100	100	
13 6040 Voice Mail Box	60	60			60	60	
14 6350 Promotional Exp F&A Unallow					-		
15 63C0 Copying & Printing	500	500		100	1,350	500	850
16 69Z0 Professional Services					1,500		1,500
17 8060 Other Operating Costs	11109	3,329	7,780	5,655	3,329	3,329	
18	58944	58,964			78,093	58,964	19,129
19 80K0 Banner Tax .0005	29	29			39	29	10
20 80K2 Foundation Surcharge .5%	315	295	20	40	390	295	96
21							
22							
23							
24 TOTAL GENERAL EXPENSES (Line 8 - 23)	13,583	5,783	7,800	7,795	10,739	5,783	4,955
25 GRAND TOTAL EXPENSES (Line 7 + 24)	\$ 78,533.19	\$ 59,288.30	\$ 19,245.00	\$ 19,245.00	\$ 78,522.01	\$ 59,288.30	\$ 19,233.71
<b>REVENUE</b>							
26 SFRB	19,245		19,245		19,234		19,234
27 I & G Funding	59,288	59,288			59,288	59,288	
28 SALES							
29 OTHER (Identify Source) State grant*	172,269	172,269			172,269	172,269	
30 GRAND TOTAL REVENUE (Lines 26 - 29)	\$ 250,802.00	\$ 231,557.00	\$ 19,245.00	\$ -	\$ 250,791.00	\$ 231,557.00	\$ 19,233.71

State Grant: Only approx 20% of these funds are available to COSAP for use at UNM. The remainder supports a coalition of New Mexico Colleges for AOD prevention