



**Student Fee Review Board  
Funding Application for Fiscal Year 2016-2017**

The UNM Center on Alcoholism, Substance Abuse, and Prevention (CASAA)  
The UNM Campus Office of Substance Abuse Prevention (COSAP)

**Name of Unit**

Dr. Barbara S. McCrady CASAA Director  
**Dean/Director** **Title**

3059 Mesa Vista Hall; MSC 06 3640  
**Campus Address**

505-277-2795 jstein@unm.edu (John Steiner- COSAP Program Manager)  
**Campus Phone** **E-mail Address**

\$ 18,945  
**Total Amount Requested**

**One-Time Funding**  **Recurring**  **Requesting Increase**

**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.

Dr. Barbara McCrady  
**Submitted By (Print Name)**

  
Department Head Signature

9-8-16  
Date

Please submit an electronic version of this application via email to SFRB@unm.edu and 11 hard copies of this application to the GPSA Office, Student Union Building suite 1021.

**DEADLINE September 9, 2016, 5:00 PM.**

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

**SFRB Executive Summary 2017 – 2018**  
**The UNM Campus Office of Substance Abuse Prevention - COSAP**

The Campus Office of Substance Abuse Prevention (COSAP) consists of a highly qualified team of students and staff who are dedicated to helping students achieve academic success! COSAP's approach is to encourage students to take responsible measures regarding safe and moderate alcohol consumption. ***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 several programs that support *student success*:

- Our largest program titled, ***Designated Lobos*** rewards students for serving as the sober designated driver for their friends. The 2016-2017 school year marks the program's fifth year in existence, and with each passing semester, only shows itself to be more successful.
- ***Diary of a Lady Lobo (D.O.L.L.s)*** is another program that aims to educate men and women alike on the consequences of risky drinking. Statistics have shown that women are nearly equaling their male counterparts in binge/risky drinking. The last D.O.L.L.'s special program was called "Paint Your Heart Out" which featured COSAP student employee Rachel Abeyta teaching a crowd of participants how to paint with numerous messages regarding alcohol moderation and stress reduction "Built-In."
- Our 5<sup>th</sup> Annual Edition of the SFRB-funded booklet called ***Fun in the 505*** has already been distributed to nearly 4,000 students this fall! COSAP is making another 1,000 available at various points around campus. Aimed at providing ideas for student fun that doesn't require the use of alcohol, the booklet is also packed with messages supporting wise decision-making where alcohol and drug use is concerned.
- Having student funding also allows COSAP to ***COLLABORATE!***
  - We work with the Dean of Students office on New Student Orientation, and holding workshops for students violating campus policies.
  - We work with Res Life and ACC to train RA's and assist them in creating fun and informative events and programs for resident students.
  - We participate in Welcome Back Days, Safe Spring Break, and serve students in ways our grant funding would never be able to support.

While we do receive funding from outside sources, the monetary resources that may be directed toward our UNM students are minimal. Our two large grants focus on 1) supporting statewide college prevention at other colleges and universities, and 2) tobacco policy change at UNM and other colleges and universities. COSAP's I&G funding has also been historically minimal, providing little more than 1 FTE for the COSAP Program Manager.

***SFRB support allows COSAP to put forth 100% of the funding toward projects and programs on main campus that promote safe and healthy lifestyle habits necessary for academic success.*** Since COSAP came into existence twenty-four years ago, only in recent years have we requested a modest, unchanging amount of funding. This year is no different, as we are not requesting an increase.

## *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.

In a broader sense, 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.*** For a detailed list of services provided to students, along with the number of students served, **please see Appendix B.**

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 have also participated in 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. Also resulting from the training was a professional relationship between COSAP and the LGBTQ Resource Center, which has benefitted in departmental collaborations (e.g. invitation to participate in LGBTQ Welcome Back Event, co-tabling opportunities, 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 fourth 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 or a \$10 Target Gift Card, 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. While the end-of-year drawing advertises three prizes, there have been occasions in the past where additional prizes of \$25 in LoboCash given in appreciation, due to the overwhelming amount of participant submissions. An outcome that can be attributed to this program is the continuous rise in the use of designated drivers reported by students in the annual Student Lifestyles Survey, including a 3.2% and 1% increase in serving as a DD by students over the past two years (**See Appendix A for 2015 outcomes**).

**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, and from Student Lifestyles Survey data. The program was launched two years ago with a highly successful event called “Lobo Ladies Night.” Last year, the COSAP DOLLS program held an event called “Paint your Heart Out.” Styled after the popular “Wine and Painting” events, the COSAP graphic artist and student employee Rachel Abeyta conducted a painting lesson with prevention messaging and education built-in. The evening was held in the SUB Atrium and was well attended with participants telling us they thoroughly enjoyed the experience and learned a lot about risky drinking AND how to paint! The event was so successful that COSAP was asked to conduct two more such events for other departments on campus, which we of course accommodated!

**“Fun in the 505”** – The fifth 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, and is infused with educational “infographics” that contain alcohol and drug prevention information. The purpose of “Fun in the 505” is to show students that there are plenty of activities to do around town that offer great alternatives to the use 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. Students have also expressed that they would like for the book to be available online, so “Fun in the 505” can now be found on the UNM COSAP website. New for this year’s Volume V, are icons that denote establishments that provide student discounts and/or accept LoboCash, are free, offer free or inexpensive food or activities, or can be found right on campus. Student feedback on this booklet has been overwhelmingly positive. (**See Appendix E for a breakdown of Fun in the 505 distribution**)

If our current proposal is funded, COSAP plans to continue these very successful programs and use our unspent balance forward to begin implementing two new ones (Please see Q# 10).

3. **Does your unit have an SFRB balance forward? If so, please justify this balance forward and describe how you will utilize it.**

During the last funding cycle, COSAP received approximately \$18,000 of which nearly \$17,000 were spent. This left us with a balance forward of \$1,106. Any additional carry forward was the result of cumulative balances over the past few years. As COSAP Program Manager I can attest to the fact that student fee monies are gratefully received and carefully spent. We have been able to achieve economies from hiring work-study qualified student employees, and purchasing supplies for our events and prize incentives at the lowest cost possible!

4. **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. If requesting increases for multiple programs/projects, which program/project is your top priority? If requesting an increase, please state any reserves in your unit's budget and provide justification for not using said reserves for the requested increase.**

COSAP is requesting no increase in SFRB funding for year 2017-2018.

5. **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 New Mexico State Grants. COSAP's I&G line of funding has not increased beyond adjustments for salary raises in the twenty-three years COSAP has been in existence. This stagnant level of funding has only sufficed for one full time employee, the COSAP Program Manager, who is largely occupied with matters of federal compliance, budgeting, and supervision of the COSAP program.

The NM State Block Grant, as significant as it may seem in monetary terms, only allots 20% of the funding to be used at UNM. Additionally, the objectives and strategies for these grant funds are very tightly controlled, with much of the resources consumed by IDC, and administrative costs. This support allows COSAP to hire its Health Educator and afford partial salary for a student employee. The remainder of the NM State Grant resources are to be used for prevention programs and evaluation services at other Universities and Colleges state-wide. While of limited value to our own UNM students, leadership of this state-wide coalition is a point of pride for COSAP!

The following are the line numbers for COSAP external funding sources on Form C:

- SFRB funding – Line 1
- I&G – Line 2
- State Grants – Line 5 These are:
  - Department of Health Tobacco-Free Policy Grant
  - NM Human Services Division Partnerships for Success Grant

Please know that the COSAP program manager would be happy to address any questions the board may have on how most of these state funds are spent at the New Mexico colleges and universities we support, and on policy work being conducted at UNM, its branch campuses, and other New Mexico colleges and universities.

6. **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 Lifestyles Survey is administered to approximately 800 – 1,000 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 and student groups, such as chartered organizations, Greek chapters, UNM Athletics, etc., 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 COSAP’s decision-making as well.*

Until the end of the 2015 fall term, COSAP employed two student employees both of whom were supported in part by SFRB funding. One of those positions was vacated upon the student’s graduation. Presently, there is currently one student employee who specializes in graphic arts for the department, and that position will be supplemented by a student employee that COSAP is in the process of hiring at this time. (NOTE: this student position is currently posted on UNMJobs.) *If this proposal is accepted, a total of two student positions will continue from now through fiscal year 2017 – 2018, both funded by SFRB support.*

7. **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 still occasionally invests in Daily Lobo advertisements, but the decision to place an ad is done more judiciously. This year, COSAP has again placed an ad in the Daily Lobo Coupon Booklet to promote Designated Lobos that promises the first 100 students who bring the ad to the COSAP office a free gift. This provides many benefits, as it allowed students to become more aware of where we are located on campus, helping our services to become better known by students.

COSAP's staff has increased the use of its social networking media by inviting students encountered at tabling events to "Like" the COSAP 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" to over 900. Building a fan base takes time, but COSAP staffs are working hard to continue the growth of this important channel of communication. COSAP is also beginning to utilize Facebook Analytics to see how well our messages are reaching students, and experimenting with "boosting" our posts to reach friends of friends.

8. **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. This relationship has begun to pay large dividends on south campus where COSAP's messaging has become a familiar part of the environment.

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. Neither I&G nor grant funding can support these vital services.

**9. 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 COSAP has conducted The New Mexico Student Lifestyles Survey (SLS), a large-scale survey of students' alcohol and 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. **For a look at some of COSAP key outcomes and indicators from the SLS, see APPENDICES A & C**

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 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 develop effective media messages and strategies COSAP conducts regular focus groups;
- 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. Our previous analysis indeed showed that RA's improved their knowledge on all key objectives.
- 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 alcohol and other drug problems. Over the years, 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.

10. If your unit received specific recommendations from last year's SFRB, what are your unit's current plans to address these recommendations?

Last year, COSAP received feedback on two issues which were:

1. Look into ways to include more student input in planning process.

In addition to the response given in question #6, COSAP will explore new ways to involve more student input to guide everything we do. We have begun making sure that a student is present (other than our own student employees) whenever we meet with committees that include other departments on campus and deal with COSAP's work. We are also planning to conduct focus groups that are less specific than our usual ones, dealing more with the notion of asking students "What would YOU like from COSAP?"

2. In next fiscal year's SFRB application, include line items for suggested programs, discussed in application hearings and yet to be implemented, and pursue funding for those

At our hearing last year, a number of suggestions for new programs were made. Among them were a program for men to complement our DOLLS program that would provide balance in addressing the alcohol-related issues of sexual assault. We also talked a bit about COSAP intention to better serve students in recovery from alcohol or other drug abuse.

Happily, we have begun pre-planning for those two new programs, and in the case of helping students in recovery, have made significant progress. COSAP would enjoy further discussion on these programs at our hearing or via inquiry from the board.

**11. 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 alcohol and other drug 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 student well-being be a shared commitment between the institution and its students.**

# Form A

# SFRB Funding Request Form

STUDENT FEE REVIEW BOARD  
FISCAL YEAR 2017-2018

DEPARTMENT CASAA  
VICE PRESIDENT Research & Economic  
INDEX # 028115

	A	B	C	D	E	F
DESCRIPTION	ORGANIZATION OPERATING BUDGET 2015 -2016	TOTAL BUDGET 2016 - 2017	SFRB BUDGET 2016 - 2017	TOTAL BUDGET 2017 - 2018	SFRB BUDGET REQUESTED 2017 - 2018	SFRB FUNDING INCREASE/DECREASE REQUEST 2017 - 2018
						-
1 Faculty salaries						-
2 Staff salaries	47,703	54,587	4,326	58,913		(4,326)
3 <b>SUBTOTAL NON-STUDENT SALARIES (Line 1+2)</b>		\$ 54,587.00	\$ 4,326.00	\$ 58,913.00	\$ -	\$ (4,326.00)
4 Student (student employment & workstudy)	3,076				5,863	5,863
5 GA, TA, RA - Pay and Benefits						-
6 Fringe Benefits on Staff & Faculty salaries	890		1,537	1,537		(1,537)
7 <b>TOTAL COMPENSATION (Lines 3 - 6)</b>	\$ 51,669.00	\$ 54,587.00	\$ 5,863.00	\$ 60,450.00	\$ 5,863.00	\$ -
						-
<b>GENERAL EXPENSES</b>						
8 Computer supplies		200		200		-
9 Office supplies	3,278	500		500		-
10 In State travel	18			-		-
11 Telecom charges	450	330		330		-
12 Promotional		212		212		-
13 Printing	5,745	400	700	1,100	700	-
14 Participant	350			-		-
15				-		-
16 Banner Tax	18	13	17	30	17	-
17 Foundation Surcharge	328	57	75	132	75	-
18				-		-
19				-		-
20 Other costs	468		7,962	7,962	7,962	-
21 Professional Services	1,100		1,278	1,278	1,278	-
22 Media Supplies				-		-
23 Incentives	2,384		2,400	2,400	2,400	-
24 Event fees	162		650	650	650	-
25						-
26						-
27						-
28						-
29						-
30						-
						-
32 <b>TOTAL GENERAL EXPENSES (Line 8 - 30)</b>	\$ 14,301.44	\$ 1,712.49	\$ 13,082.00	\$ 14,794.49	\$ 13,082.00	\$ -
						-
34 <b>GRAND TOTAL EXPENSES (Line 7+32)</b>	\$ 65,970.44	\$ 56,299.49	\$ 18,945.00	\$ 75,244.49	\$ 18,945.00	\$ -

# Form C

# External Funding Sources

This form is used ONLY if you have **EXTERNAL FUNDING SOURCES**

DEPARTMENT CASAA  
 VICE PRESIDENT Research & Economics  
 INDEX(es) # 028000, 028115, 028354, 028355

**STUDENT FEE REVIEW BOARD**  
**FISCAL YEAR 2017-2018**

FUNDING SOURCE	2016-2017 BUDGET	2017-2018 FORECASTED BUDGET	Funding Increase Request for 2017-2018
1 Student Fee Review Board (SFRB)	18,945	18,945	
2 UNM Instruction & General	56,299	56,299	-
3 Private Donations			-
4 Fundraising/Foundation/Development			-
5 State Funding	832,411	832,411	-
6 Federal Funding			-
7 Grants (including federal and private)			-
8 Self-Generated Revenue			-
9			-
10 <b>If Other(s), please list below:</b>			-
11			-
12			-
13			-
14			-
15			-
16			-
17			-
18			-
19			-
20			-
21			-
22			-
23			-
24			-
25			-
26			-
27			-
28			-
29			-
30			-
<b>TOTAL OPERATING INCOME/REVENUE</b>	<b>\$ 907,655.00</b>	<b>\$ 907,655.00</b>	<b>\$ -</b>

\*The narrative response to question #5 must reflect this information