

Strategic Plan Executive Summary

Missouri Partners in Prevention
Truman State University
July 2012-June 2013

Mission Statement:

Truman State University values a community of learners with a commitment to responsibility for their actions, caring for others, and being supportive of others in their educational endeavors. We seek to emphasize the promotion of positive coping skills and health enhancing behaviors. To create a campus environment that supports students in making responsible choices, the coalition will focus our efforts on the topics of alcohol and substance use, high risk drinking behaviors, stress/mental health and bystander intervention. The coalition will partner with other Truman and Kirksville community organizations and assets to achieve these goals.

Vision of Document:

We have made our plan comprehensive in order to anticipate future funding needs. In addition, we see this plan as a “work in progress” and will adjust it as needed to address changes in our students and the culture of Truman.

General Goals:

1. Use environmental management and educational strategies, techniques, training and resources in conjunction with social norms theory.
2. Maintain a comprehensive, well-organized, and efficient conduct system that focuses on referral of drug and alcohol conduct code violators to appropriate resources and provides relevant educational and consequence sanctions for these violators.
3. Align strategic plan goals with the overall University Mission, specifically the following statement: “Truman State University recognizes its duty to provide a physical environment and support services that will help members of the University achieve their educational goals and enhance their social and physical development, and that will further serve as a source of pride to the University, the alumni, the community, and the state.”
4. Develop strategic plan objectives to support and promote Quadrant 3 and 4 of the Cocurricular Planning Map, “Healthy Habits and Balanced Living” and “Effective Leadership and Responsible Citizenship.”
5. To provide support for members of the coalition and related campus offices and organizations to attend educational events that promote the MOPIP mission.

Objective 1: To reduce by 3% the percentage of students who report they engaged in high risk (binge) drinking using the two hour definition on the Missouri College Health Behavior Survey (MCHBS). (FY 2012 baseline percentage is 29.9%--including non-drinkers)

Objective 2: To maintain campus awareness of the CHEERS program at 80% or higher as reported on the MCHBS. (FY 2012 baseline percentage is 85.9%)

Objective 3: To consistently enforce campus AOD policies.

Objective 4: To build community awareness, support, and buy-in to our efforts.

Objective 5: To evaluate the effectiveness of our intervention efforts.

Strategic Plan
Missouri Partners in Prevention
Truman State University
July 2011-June 2010

Truman Partners in Prevention Coalition Members:

Faculty/Staff Members:

Beth Kral, Facilitator, Assistant Dean of Student Affairs/Director of Citizenship and Community Standards (OCCS)/University Conduct Officer
Laura Bates, Director of Student Involvement and Campus Activities
Brenna Cook, Fitness/Wellness Director, Campus Recreation Center
Christina Davis, Coordinator of Nursing Services, Student Health Center
Roberta Donahue, Coordinator of CHEERS and Drive Safe/Drive Smart, Chair and Associate Professor, Health and Exercise Sciences (HES), Co-advisor of Student Public Health Association (SPHA)
Juli Hergenroder, Interim Intramural Recreational Sports Director, Campus Recreation Center
Jennifer Hurst, Associate Professor, HES; Program Director, Athletic Training Education Program
Joe Hamilton, Assistant Director, University Counseling Services
William Nelsen, Coordinator for Residence Life
Joe Visker, Assistant Professor, HES

Student/Organizational Members:

American Marketing Association Representative(s)
Bacchus & Gamma (Truman's Chapter) Representative(s)
Greek Life Intern(s)
MOPIP Intern
Phi Epsilon Kappa (PEK) Representatives
SPHA Representative(s)
Women's Resource Center

General Goals:

1. Use environmental management and educational strategies, techniques, training and resources in conjunction with social norms theory to:
 - a. increase campus awareness of campus and community resources that promote healthy behaviors,
 - b. increase campus awareness of resources for obtaining drug and alcohol education information,
 - c. build bridges with existing community assets to accomplish our mission,
 - d. reduce self-reported high risk alcohol and substance use, and
 - e. increase self-reported protective behaviors
2. Maintain a comprehensive, well-organized, and efficient conduct system that focuses on referral of drug and alcohol conduct code violators to appropriate resources and provides relevant educational and consequence sanctions for these violators by:
 - a. advocating for health-related campus and local policies, and
 - b. promoting consistent enforcement of Alcohol and Other Drug (AOD) policies and laws.
3. Align strategic plan objectives with the overall University Mission, specifically the following statement: "Truman State University recognizes its duty to provide a physical environment and support services that will help members of the University achieve their educational goals and enhance their social and physical development, and that will further serve as a source of pride to the University, the alumni, the community, and the state." This will be accomplished by:
 - a. helping to create an environment conducive to healthy choices, and
 - b. generating evidence of program impact.
4. Develop strategic plan objectives to support and promote Quadrant 3 and 4 of the Cocurricular Planning Map, "Healthy Habits and Balanced Living" and "Effective Leadership and Responsible Citizenship:"
 - a. recruitment and support of student involvement in accomplishing MOPIP objectives and mission,
 - b. increasing awareness and education to support healthy choices, and
 - c. acting as a clearing house for health promotion activities on campus.
5. To provide support for members of the coalition and related campus offices and organizations to attend educational events that promote the MOPIP mission including:
 - a. students
 - b. staff, and
 - c. faculty members

Objective 1: Reduce by 3% the percentage of students who report they engaged in high risk (binge) drinking using the two hour definition on the Missouri College Health Behavior Survey (MCHBS). (FY 2012 baseline percentage is 29.9%--including non-drinkers)

Strategy 1: Distribute alcohol education brochures at campus events (i.e. Dawg Fest 2012, Activities Fair, CHEERS tables, Greek new member orientation, Bacchus and Gamma and SPHA events, Residence Life programming, etc.). Member Responsible: Beth Kral, Deadline: ongoing

Strategy 2: Distribute the Alcohol Rules Brochure to the campus community through Residence Life, Greek Life, and the Center for Student Involvement. Member Responsible: Beth Kral, Deadline: September 1, 2012

Strategy 3: Discussion groups led by Student Advisors for first-year students about transition issues such as adjustment to school, alcohol, alcohol laws, relationships, roommate issues, etc. Members Responsible: Joe Hamilton, Deadline: August 30, 2012

Strategy 4: Promotion of alcohol and drug prevention programming through first year student programming, bulletin boards, MOPIP website, Wellness website, and student groups. Members Responsible: All, Deadline: Ongoing

Strategy 5: Enhance awareness/visibility of coalition through student involvement, educational materials and member attendance at campus events. Members Responsible: All, Deadline: Ongoing

Strategy 6: Provide advising, educational, and financial support for prevention-oriented student activities and consultation to campus departments promoting healthy choices. Members Responsible: All, Deadline: Ongoing

Strategy 7: Maintain social norms initiatives and update with current data in order to develop new messages for posters and promotional items when appropriate. Member Responsible: Beth Kral, Deadline: Ongoing

Strategy 8: Continue implementation of a Truman-specific Bystander Intervention training program. Member Responsible: Joe Hamilton, Deadline: Ongoing

Strategy 9: Revise and implement the mandatory first year on-line alcohol education module which includes information about high risk drinking, CHEERS and University policies and state and local laws regarding alcohol. Members Responsible: Beth Kral & Roberta Donahue, Deadline: August 30, 2012

Strategy 10: Promote Student Alcohol Responsibility Training (START) to students and student organizations. Members Responsible: Laura Bates & Beth Kral, Deadline: Ongoing

Objective 2: Maintain campus awareness of the CHEERS program at 80% or higher as reported on the MCHBS. (FY 2012 baseline percentage is 85.9%)

Strategy 1: Revise and implement the mandatory first year on-line alcohol education module which includes information about CHEERS, high risk drinking, and University policies and state and local laws regarding alcohol. Members Responsible: Beth Kral & Roberta Donahue, Deadline: August 30, 2012

Strategy 2: Staff a minimum of two CHEERS tables per month in a variety of campus locations to provide educational materials, promotional giveaways, and high visibility for the CHEERS program and MOPIP. Member Responsible: Roberta Donahue, Deadline: Ongoing

Objective 3: Consistently enforce campus AOD policies.

Strategy 1: Continue to provide AlcoholEdu for Sanctions course with first time alcohol policy violators and University billing for the course. Member Responsible: Beth Kral, Deadline: Ongoing

Strategy 2: Educate students and student organizations about University rules and state and local laws regarding alcohol and drugs.

- Discussion with first-year students at first house meeting. Member Responsible: William Nelsen, Deadline: August 19, 2012
- CHOICES program provides information for first-year students during Truman Week. Member Responsible: Joe Hamilton, Deadline: August 20, 2012
- University Conduct Board training and materials. Member Responsible: Beth Kral, Deadline: Ongoing
- Educational brochures provided to campus entities to distribute to students and student organizations. Member Responsible: Beth Kral & Laura Bates Deadline: Ongoing
- Revise and implement the mandatory first year on-line alcohol education module which includes information about University policies and state and local laws regarding alcohol, CHEERS, and high risk drinking. Members Responsible: Beth Kral & Roberta Donahue, Deadline: August 30, 2012
- Promote Student Alcohol Responsibility Training (START) to students and student organizations. Members Responsible: Laura Bates & Beth Kral, Deadline: Ongoing

Objective 4: Build community awareness, support, and buy-in to our efforts.

Strategy 1: Provide on-going promotion of the CHEERS designated driver program with participating establishments. Member Responsible: Roberta Donahue, Deadline: Ongoing

Strategy 2: Recruit additional CHEERS establishments as needed. Member Responsible: Roberta Donahue, Deadline: Ongoing

Strategy 3: Enhance awareness/visibility of coalition through student involvement, educational materials and member attendance at campus events. Members Responsible: All, Deadline: Ongoing

Strategy 4: Review composition of coalition on an annual basis to determine what stakeholders on campus we should invite to join the coalition. Members Responsible: All, Deadline: June 1, 2013

Strategy 5: Provide support for and/or outreach to student organizations who have demonstrated a commitment to health and wellness initiatives on campus. Members Responsible: All, Deadline: Ongoing

Objective 5: Evaluate the effectiveness of our intervention efforts.

Strategy 1: OCCS will conduct an annual evaluation of the Student Conduct Code including data on the number of student and student organization conduct referrals in the targeted areas of the code, the number of students and student organizations found responsible, and the sanctions for those violations. Member Responsible: Beth Kral, Deadline: July 1, 2012

Strategy 2: Administer the MCHBS, and compare it with other assessment data (National College Health Assessment, Residence Life EBI Benchmarking, etc.) to create a comprehensive understanding of our students' drug and alcohol behaviors and attitudes and evaluate intervention efforts. Member Responsible: Beth Kral, Deadline: July 1, 2012