# 2018-2019 Year-End Committee Report Form

**Committee:** Alcohol and Drug Abuse Prevention Committee

<table>
<thead>
<tr>
<th>Chair: Celinda Miranda, LCSW</th>
<th>Chair-Elect for 2019-2020: Nicole Dubus, Professor – Social Work, 4-5809, <a href="mailto:nicole.dubus@sjsu.edu">nicole.dubus@sjsu.edu</a></th>
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<tbody>
<tr>
<td>CAPS – Counselor Faculty and Case Manager</td>
<td>Travis Mason, Associate Director – Student Conduct, <a href="mailto:travis.mason@sjsu.edu">travis.mason@sjsu.edu</a></td>
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<td><strong>Number of Meeting held:</strong> 10</td>
<td>(Please include phone/zip/email if available)</td>
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## Items of Business Completed 2018/2019

1. Created ADAP Logo and “Celebrate Responsibly” flyers in collaboration with the SJSU/DBH Agency Students – year end (graduation) bystander awareness marketing campaign was completed and information distributed via our committee members throughout campus via Housing, SHC, Student Involvement, Associated Students and CAPS
2. Committee members brainstormed and identified tagline for initial awareness marketing campaign completed for RAVE Event on 4/17/19 at the Student Center with three posters – “Take care of You, Take care of Others, Be a Part of the Solution”
3. Recommended to and got approval from Academic Senate that Co-Chairs “shall be from staff Faculty and Student Affairs”
4. Committee members completed Alcohol Edu, had presentation on the Sammy App, increased the numbers of meetings held in the school year, and began holding Zoom meetings to facilitate attendance at meetings
5. All ADAP working materials, minutes and agenda were transferred to a Google Team Drive

## Unfinished Business Items from 2018/2019

1. Increase communication between different campus partners, such as Cathy Basalacchi, Student Union, Christine Wong Mineta, Healthy Campus 2020 and Dr. Wei-Chien Lee of CAPS to explore how partnerships can be created to increase visibility and impact of ADAP efforts
2. Hold student focus groups to gain insight into what would be the most effective methods and messages regarding alcohol and drug use, abuse and prevention efforts ADAP could provide
3. Explore the benefits of an Amnesty policy to help increase prevention and support seeking assistance among the student body

## New Business Items for 2019/2020

1. Have communication with Chair of Academic Senate Committee, Instruction and Student Affairs, regarding University Policy S19-5, “The Use and Abuse of Alcohol and Other Drugs,” and discuss what impact this policy has on ADAP and the expectations to be met by ADAP
2. Work closer with Academic Senate and/or Policy Enforcement group to identify how policies are enforced and how accountability is maintained when policies are not followed or broken
3. Continue to identify how the ADAP Committee’s three “charge” areas are addressed and implemented through its committee work and collaboration efforts with other campus partners

Please return to the Office of the Academic Senate (ADM 176/0024) by May 31, 2019.
Alcohol and Drug Abuse Prevention Committee Meeting
Thursday, September 20, 2018

- Welcome and Introductions

- Past Meeting Minutes
  - Please review and identify any needed changes or corrections

- Review of Year End Committee Report

- Review of Committee Charge/Membership Updates
  - Updates

- Possible Committee work efforts
  - Create work groups for different areas of charge
  - Hold meetings twice a month?
  - Establish whether monies exist to be pooled together

- Reflections & Thoughts

- Announcements

- Next Meeting: October 18, 2018, 12-1:30 pm
• Welcome and Introductions

• Past Meeting Minutes
  ○ Please review and identify any needed changes or corrections

• Reflections and Thoughts
  ○ Current campus loss

• Review of Committee Charge/Committee work efforts
  ○ Create work groups for different areas of charge
  ○ Ranking of efforts to implement?

• Announcements

• Next Meeting:
  ○ Doodle poll results
    ■ Friday, Nov. 2nd 2-4 pm? Or Wednesday, Nov. 7th, 2-4 pm?
  ○ Next planned 1.5 hour meeting: November 15, 2018, 12-1:30 pm
Alcohol and Drug Abuse Prevention Committee Meeting  
Wednesday, November 7, 2018

- Welcome and Introductions

- Past Meeting Minutes
  - Please review and identify any needed changes or corrections

- Reflections and Thoughts
  - Update on current campus loss

- Committee Charge/Committee work efforts
  - Review of AlcoholEdu experience
  - Review of Campus/Student Health Information provided by Laurie Morgan
  - Review of marketing and Sammy App information - Celinda

- Announcements

- Next Meeting:
  - Doodle will still go out to identify two possible standing meeting dates starting Spring 2019
  - Next planned 1.5 hour meeting: November 15, 2018, 12-1:30 pm
Welcome and Introductions

Thank you to Jason Amezcua and the Housing Department for sponsoring lunch!

Recognizing our scheduled meeting for Thursday, 11/15/18, was rescheduled to today due to campus closure and smoke from Paradise fires

Past Meeting Minutes

○ Please review and identify any needed changes or corrections

Committee Charge/Committee work efforts

○ Sharing of information updates regarding possible next steps - Celinda
○ Review of experience with Sammy App and messaging use - Jason
○ Review of UPD information on campus trends - Manuel
○ Review of Social Norm messaging effectiveness - Travis
○ Question: what one or two campus wide activities can be identified, investigated and then implemented in the next semester?

Reflections and Thoughts

Announcements

Next Meeting:

○ Doodle will still go out to identify two possible standing meeting dates starting Spring 2019
Alcohol and Drug Abuse Prevention Committee Meeting
Thursday, January 31, 2019

- Welcome and Introductions

- Past Meeting Minutes
  - Please review and identify any needed changes or corrections

- Future Meeting Dates - Please indicate on second sign in sheet what days and times you are booked with standing commitments - a doodle poll will be going out to identify our next meeting dates

- Academic Senate Update
  - Executive Summary - selling alcohol on campus?
  - Vote regarding Chair Appointment by University President
  - Language regarding Co-Chair appointment to read: “Co-chairs from among the committee members will be appointed by the President, one of which should be a faculty member.”

- Committee Charge/Committee work efforts
  - Unofficial Alcohol and Drug Violations for 2018-2019 AY - Travis
  - Google Doc Update - Focus on High-Risk drinking behaviors among 21yr+ students - Question: What can we each do within our present work areas to address this focus problem? - Celinda

- Reflections and Thoughts

- Announcements

- Next Meeting: TBD, please do provide your available times within one week of getting doodle poll - THANK YOU!
Alcohol and Drug Abuse Prevention Committee Meeting  
Wednesday, February 20, 2019

• Welcome and Introductions

• Past Meeting Minutes  
  ○ Please review and identify any needed changes or corrections

• Future Meeting Dates  
  ○ **We are going to try to hold a Zoom meeting for March 13th meeting at 4 pm.** Look for further instructions as we near the date from Nicole Dubus.  
  ○ Please respond to other doodle poll regarding future meeting dates thereafter.

• Academic Senate Update - Bethany Shifflett, Organization and Government Committee  
  ○ **Vote regarding Chair Appointment by University President**  
  ○ Language currently reads: “The Co-chairs (1 faculty; 1 administrator) shall be appointed by the President in consultation with the Senate’s executive committee.”  
  ○ **Proposing it be changed to read:** “Co-chairs from among the committee members will be appointed by the President, one of which should be a representative from Academic Affairs and one of which should be a representative form Student Affairs.”

• Committee Charge/Committee work efforts  
  ○ Messaging and Marketing Plan Brainstorming  
  ○ Focusing on High-Risk drinking behaviors among 21yr+ students

• Reflections and Thoughts

• Announcements

• Next Meeting: March 13, 2019 at 4 pm via Zoom
Alcohol and Drug Abuse Prevention Committee Meeting
Wednesday, March 13, 2019

- Welcome and Introductions
  - Thank you to Nicole Dubus for our Zoom meeting facilitation today!

- Past Meeting Minutes
  - Please review and identify any needed changes or corrections

- Academic Senate Update
  - Proposed language regarding Co-Chair appointment suggested:
    - "Co-chairs from among the committee members will be appointed by the President, one of which shall be a representative from Academic Affairs and one of which shall be a representative from Student Affairs."

- Committee Charge/Committee work efforts
  - "Rave" will be held April 17th
  - Our Spring 2019 Marketing/Campaign plans - Proposal to receive assistance from “The Public Relations Agency” from the School of Journalism and Mass Communications

- Announcements

- Next Meeting: TBD, please do provide your available times within one week of getting doodle poll - we only have about 2 months left for scheduling of possible meeting dates, THANK YOU!
Alcohol and Drug Abuse Prevention Committee Meeting
Wednesday, April 10, 2019
4-5 pm
ZOOM MEETING

- Welcome and Introductions

- Past Meeting Minutes
  - Please review and identify any needed changes or corrections

- Announcements
  - Katerina Salas is no longer with ISSS/SJSU, last day was April 3
  - Chelby Gil was recommended for the University Governance Award per University Policy S97-4
  - Chicanx/Latinx Success Center and Peer Connections are hosting a “Bystander Intervention” Training, 4/16/19 from 4-5 pm at Peer Connections
  - Other Announcements

- Committee Charge/Committee work efforts
  - Any Updates on “Rave” being held April 17th; would our Committee want to promote any wellness tips or sponsor a water table?
  - Our Spring 2019 Marketing/Campaign plans??

- Next Meeting: April 24, 2019, 4-5 pm (Zoom or SWC 122A - TBD)
Alcohol and Drug Abuse Prevention Committee Meeting
Wednesday, April 24, 2019
4-5 pm
Student Wellness Center RM 122A

- Welcome and Introductions

- Past Meeting Minutes
  - Please review and identify any needed changes or corrections

- Committee Charge/Committee work efforts
  - Chicanx/Latinx Success Center and Peer Connections Bystander Intervention Presentation Update - Celinda
  - RAVE Event Update from Sgt. Manuel Aguayo and Signage creation efforts - Sgt. Manuel (notes shared) and Celinda/Liz
  - Earth Day Event with COUGH Butt clean up efforts - Robert
  - DBH Agency Student presentation of possible ADAP logo and flyers - Kayla and Tina
  - Last ADAP Marketing effort for Graduation in collaboration with Wellness and Health Promotion - Liz

- Announcements:

- Next Meeting: Doodle poll to be completed, TBD
● Welcome and Introductions - Lunch is provided to thank you for your efforts!

● Past Meeting Minutes
  ○ Please review and identify any needed changes or corrections

● Committee Charge/Committee work efforts
  ○ DBH Agency Student final flyer - Celinda
  ○ Identification of flyer distribution efforts and locations - Committee
  ○ Academic Senate Updates - University Policies S18-15 and S19-5
  ○ Co-Chair Suggestions
  ○ Committee Review and Reflections/Suggestions

● Announcements:

● This is our LAST MEETING of the year!
SJSU Alcohol and Drug Abuse Prevention Committee
Meeting Minutes
September 30, 2018
Student Wellness Center Room 122A
12:00 – 1:30 PM

Present: Manel Aguayo, Nicole Dubus, Eileen Daley, Chelby Gill, Celinda Miranda, Robert Rinck, Liz Romero, Laurie Morgan, Theodore Tsau, Travis Mason, Kim Tsai

I. Welcome and Introductions
   • Celinda shared and welcomed everyone, she shared the newest charge with the committee and answered the committee’s question.

II. Past Meeting Minutes
   • Liz corrected the goal and purpose of SPARTAfit and when reviewing it, the comments did not make sense and was suggested the section about SPARTAfit to be stricken from the minutes.

III. Review of Year End Committee Report
   • General:
     o Celinda shared with the committee the documents for everyone to go over and shared a bit of the history. Also shared about some of the unfinished business that was not completed in the past year; specifically, about the document Liz had started.
     o Teddy added the whole process of bringing the ADAP documents up to date took longer than expected and Liz brought another perspective that during her tenure as co-Chair there was a move for the group to be more research than programmatic.
     o Celinda also added she hopes moving forward the goal would be collaborative; bring more educational, policy, best practices to the group. With the committee being in agreement, she asked for feedback from the committee about having sub-committees that would focuses on best practices and programmatic effects separately, then meeting back together as a larger group to speak about that.
     o Celinda moved the group forward and decided to gauge the committee on what they would take on?
     o Nicole shared she is looking forward to having clearer and concrete tasks coming from this committee and becoming more visible and serving as a “hub” around this area.
     o Laurie also shared it would be important for the group to seek out clarification on ways how this group can be proactive around the topic area of drugs and alcohol and whose role it would be for the long term.

IV. Possible Committee work efforts
   • Celinda asked for everyone on the committee for their input on where they would be able to assist in moving this committee forward.
     o Kim: Could integrate the information to faculty as well as adding something to University 101, a course for new faculty to SJSU. She also shared working with the different student success centers and talking to advisors.
     o Eileen: Programming because in her roles especially around Title IX. She shared an antidote about creating creative incentives because our students are in the mindset of “what’s it in for me?” She also shared an example she had done with the student athletes called sex signals and did it in a way that was creative.
Robert: Wanting to focus on enforcement of policy and how to address it. He shared the example of even though the campus is a tobacco free zone, but when his group cleans up the campus they always find a lot of cigarette buds.

Laurie: Would like to know what are the concerns, problems, how to address these issues and provide solution and recommendations from ADAP to the rest of campus.

Manny: UPD is about information sharing of data. This data can be shared to ADAP. Also agrees with Laurie with her strategy.

Chelby: Programs that engages the students and connects them with the organizations.

Travis: Sharing trends and best practices; as well as connecting students to campus partners.

Liz: Best and next practices and trends. She would like from the group sharing information with each other. Bringing more education for each other.

Nicole: 1) I want ADAP to have a more visible presence on campus for staff/faculty and students so folks know we are hear and what our scope of work is. 2) Maybe presenting a few times a year to help folks see our work 3) hopefully as they know us, we can find effective ways of supporting campus wide efforts 4) develop specific tasks to complete that moves our mission further. 5) meeting more often can be helpful, and of course I am supportive of doing zoom meetings to help more of us attend and to keep meetings focused on tasks. We can share the google drive, have regular zoom meetings, and all campus activities/forums/open meetings for others.

Teddy: Similar to many others, it is finding ways we can work together.

Celinda: Identified increasing awareness of efforts that exist towards student that are sanctioned but also increasing awareness of preventive efforts like substances use group that is trying to be provided this semester thru CAPS.

In an effort to address whether or not more work can be done in 1 hour meetings twice a month, Celinda will be putting out a doodle poll that will ask when most committee members are available. Maybe this format will also be more possible next semester if we move away from having only one 1.5 hour meeting a month. More discussion is needed on this possible change.

V. Reflections & Thoughts

VI. Announcements

VII. Next Meeting: October 18, 2018, 12-1:30pm
SJSU Alcohol and Drug Abuse Prevention Committee
Meeting Minutes
October 18, 2018
Student Wellness Center Room 122A
12:00 – 1:30 PM

Present: Manuel Aguayo, Nicole Dubus, Chelby Gill, Celinda Miranda, Henderson Hill, Travis Mason, Liz Romero, Laurie Morgan, Eileen Daley, Theodore Tsau, Kim Tsai, Robert Rinck, Katerina Salas, Markis Derr

I. Welcome and Introductions

II. Past Meeting Minutes

- No corrections were noted on previous minutes.

III. Reflections and Thoughts

- Celinda noted change to usual meeting agenda order to allow for acknowledgment and reflect on student death of Anjela Jose, cheerleader, who died this past Sunday in a car crash (possibly due to drugs/alcohol, also was not wearing a seatbelt)
  - Discussion followed focusing on the following two questions: How can we prevent this? How can we better educate our students?
  - Manuel Aguayo discussed Every 15 Minutes as an option. He shared how “classroom courts” used to be provided by City Department or how safety fairs could also be held.
  - Nicole mentioned introducing this topic into the “first year experience” courses. She emphasized how do we increase public awareness.
  - Liz discussed that all students must complete Alcohol Edu; Peer Health Educators run
  - Laurie mentioned that outreach also occurs in Housing; online Alcohol Edu is mandatory for all incoming students; online Sexual Assault training is mandatory annually for all SJSU students
  - Nicole discussed underlying depression that could be causing the drug/alcohol use
  - How do we reach students experiencing severe depression and choosing drugs and/or alcohol as a coping mechanism?
  - What type of support can we provide students?

IV. Review of Committee Charge/Committee work efforts

- Celinda introduced idea of whether or not work groups are formed for different areas of charge. She began discussion by sharing possible ideas of activities or different efforts to implement by possibly integrating our three different charge areas and the gaps identified in Liz’s document. The following discussion items were shared:
  - For our first charge area, do we focus on Dry Rush (residential halls, November, Graduation, January)
  - For our second charge area, Celinda posed these questions: What are the best ways to keep information at forefront? Is there already a campaign that can be promoted?
  - For our third charge area, Celinda posed these questions: What or do we pull in? Who do we call upon to collaborate/partner with?
  - Henderson suggests that initiatives do not move forward unless there is a policy in place (either Academic Senate or CSU-wide policy); What can we put in place to hold people accountable?
Celinda shared The “Use and Abuse of Alcohol and Other Drugs” University Policy is from 2010 and seems to give the committee power to make changes.

Laurie feels this committee can make recommendations to the Academic Senate (National College Health Assessment); Health and Wellness also collects data through Everfi.

Should we create more detailed parameters related to social organizations?

Chelby mentioned that we can connect more with the general student body by broadening our “net” to all students related to this topic; she also believes that students are “using” for a multitude of reasons (stress release, hunger, depression, etc.).

Liz would like us to focus on resiliency; there are underlying reasons that our students are drinking; generation Z appears to be coming into college with less and less coping/resiliency skills; parking is also an issue and they are creating “jam-packed” days to avoid having to come to campus every day of the week.

Chelby stated that some students either “go hard” on academics or “go hard” using drugs/alcohol.

Campus Prevention Network was discussed by Laurie and this network identifies problems for students; different set of interventions (anxiety behavioral choice making, bystander education/training, concrete education, etc.); Where should be focus our energy and efforts?

Robert believes that our marketing/messaging could also be better in order to highlight important campus resources in a space that is very visible and has heavy student traffic.

Chelby introduced idea that monitors in Student Union be utilized to promote useful information; question posed as to who determines what is shown on the monitors.

Manuel believes our top 2 focuses should be Bystander Education and Loneliness.

Henderson discussed the use of the SAMI app in order to communicate important information.

Travis commented on targeted messaging with an actionable step to be self-aware and a resource; we need to inform the Academic Senate on the current issues we are facing.

Celinda stated that the way we package an updated policy of the ADAP charge to the Academic Senate would also provide our action plan.

Chelby suggested we send a survey to the student organizations regarding how to identify when the students are most available for programming.

Laurie suggested we all complete AlcoholEdu and look at Everfi and National College Health Assessment data to help us consider what trends are existing in our student population and how our efforts can best address these trends. She agreed to forward information.

Celinda agreed to contact Sonja Daniels about Sammy App information and understanding its use and impact with student population.

V. Announcements

VI. Next Meeting: Celinda reviewed Doodle poll results and most votes were given to November 7, 2018 at 2 pm. Noted we would hold a one hour meeting that date and then still hold our regularly scheduled 1.5 hour meeting on November 15th from 12-1:30 pm.
SJSU Alcohol and Drug Abuse Prevention Committee
Meeting Minutes
November 7, 2018
Student Wellness Center Room 122A
2:00 – 3:00 PM

Present: Manuel Aguayo, Chelby Gill, Celinda Miranda, Travis Mason, Liz Romero, Eileen Daley, Kim Tsai, Robert Rinck, Jason Amezcua, Carole Dowell

I. Welcome and Introductions

II. Past Meeting Minutes
- Laurie provided updates to Celinda for the previous minutes from 10/18/18; minutes will be updated to reflect those changes
- Celinda also noted date corrections needed for past Minutes from the last meeting, September 30, should be September 20; Attendance sheet was dated September 20, but should have been dated October 18

III. Reflections and Thoughts
- Eileen provided update on how her and SJSU staff and athletes are supporting family with loss of female student in car accident
- Suicide and students’ death need to more addressed and awareness provided or is there a need for a Mental Health and Wellness Committee.
- Crisis services and after hours line available through CAPS. Experience shared regarding how supportive or open is the university and counseling services to support students, staff and teachers when death of student occurs.
- What are our biggest issues on campus? Where should we put our concerted efforts? How much will it cost? Who do we need to reach out to for financial support of the initiative?

IV. Review of Committee Charge/Committee work efforts
- Review of AlcoholEdu experience
  - Some students take it very seriously, some just try to complete the online training as quickly as possible (not truly retaining the information)
  - Some thought it was a bit too much of information (continued retention of information concerns).
- Review of Campus/Student Health Information provided by Laurie
  - Concerns were the actual use versus perceived use.
  - How do we change the social norm? Some students feel that it’s “okay” if their peers are using drugs and alcohol. There are thoughts to bring back social norm campaign.
  - Unable to post things on the LCD screens in the Student Union. Only able to post information in MLK Library and SWC but how does message get across if student is not in those areas
  - Cynthia Salinas from the Student Union was asked for information and provided an option to use one LDC screen near Jamba Juice (one slide for a specific duration of time).
  - We will investigate where funding can assist us in promoting health and wellness information.
Previous efforts have included “staying on the safe side of alcohol;” information put in the cap and gown packages, Kegs and Eggs education initiative (targeted towards seniors).

How do we decide what we are going to do?

Issues are intertwined with drug and alcohol use.

Student reported high levels of stress, drinking and driving, and lack of resource knowledge due to the large size of our campus.

An Awareness Campaign was a suggestion; targeted messaging in order to get people’s attention.

Uptick in crises over the past two weeks was identified in CAPS.

Manuel from UPD will be calculating data for our review related to university incidents.

This December will be our first Fall graduation ceremonies, which may increase incidents in comparison to previous Fall terms.

Mental health issues are less stigmatized. However, the mental health concerns of high school seniors have reported to increase by 20% with males and 50% with females.

Project Succeed Grant provides tools to engage 1st year students in helping them transition to college.

Housing is working towards piloting an online 1st year experience course through Canvas. This would be more academic success focused, but they could add in “life skills” components to the content of the course.

Orientation is discussing the possibility of the mandatory first-time freshmen orientation going back to a 2-day event instead of a 1-day event.

Review of marketing and Sammy App information

Sonja provided data to the committee regarding the Sammy App.

The app was downloaded 1477 times in 2016-2017 and 42,938 times in 2017-2018.

It’s good for advertising, students can check-in to events using the app, and students can ask questions through the app.

V. Announcements

VI. Next Meeting: November 15th from 12-1:30 pm.
SJSU Alcohol and Drug Abuse Prevention Committee  
Meeting Minutes  
November 28, 2018  
Student Wellness Center Room 122A  
12:00 – 1:00 PM

Present: Manuel Aguayo, Jason Amezcua, Markis Derr, Chelby Gill, Travis Mason, Celinda Miranda, Laurie Morgan, Liz Romero, Kim Tsai

I. Welcome and Introductions - Many thanks to Jason for lunch!

II. Past Meeting Minutes

- Meeting minutes approved with no corrections made

III. Review of Committee Charge/Committee work efforts

- Sharing of information updates regarding possible next steps – Celinda M.
  - Dr. Wei-Chien Lee gave a presentation to CAPs and shared information about the Garrett Lee Smith (GLS) Campus Suicide Prevention Grant. One of the objectives of the GLS grant is to create a committee of individuals from various disciplines to address issues related to suicide prevention on campus. We can invite Dr. Wei-Chien Lee to an ADAP meeting next semester to discuss mental health awareness at SJSU and learn more about her work on suicide prevention at SJSU. This meeting can help us understand how our objectives may overlap and how we can work together.
  - We can also collaborate with Associated Students to hold focus group interviews with SJSU students to ask them what they think the biggest issues related to student well-being are on campus. This focus group can help us better understand and address the concerns and needs of SJSU students.

- Healthy Campus 2020 – Laurie M.
  - Healthy Campus 2020 is an initiative on campus to improve the health and well-being of students on campus. The initiative focuses on health & well-being more broadly.
  - One objective of the initiative is to establish an expectation on campus that we care about healthy people and healthy climate. Currently, efforts are focused on branding and delivering the message that SJSU cares about the students and the community. For example, there are Healthy Campus 2020 banners around campus.
  - We can work with Healthy Campus 2020 folks and use the initiative to help lift us up and promote messages that we want to be sent out regarding ADAP issues. Perhaps we can bring in someone from Healthy Campus 2020 to discuss where our interests/efforts may overlap and how we can work together. It is important for us to capitalize on the multiple efforts on campus to improve the well-being and health of our students and leverage better relationships with different groups, including folks at Healthy Campus 2020.
  - There are 8 dimensions of wellness outlined by the Healthy Campus 2020 initiative, however alcohol use is not clearly reflected in any of the categories of health. It is possible that alcohol use can be tied with physical wellness.
It is important to keep lines of communication open between various groups on campus. For example, an executive order has been passed to permit the sale of alcoholic beverages on campus. This order is very relevant to the work that ADAP does, but very few of the committee members were aware of this new order. It is unclear what the regulations will be regarding the sale of liquor on campus, but it appears that the sale of liquor will be limited to beer & wine at one of the vendors by the SJSU bowling alley.

- Update on the marketing and messaging of information on the screens inside the Student Union
  - Celinda was informed that no entity exists to regulate the messaging of information on the screens in the Student Union
  - Markis shared that the Student Union has board of directors who hold monthly meetings. He and Chelby volunteered to attend the next meeting and ask the board about this issue

- Review of experience with Sammy App and messaging use – Jason
  - There are various features on the app, including access to Events; SJSU One Portal; Spring Registration site; Direct access to email; Service (e.g., Housing); Treat Yourself Well; various student organizations
  - Jason shared information regarding student use of the app
    - The top 3 features that students use are (1) email, (2) Spartan One (3) Events
    - We can think about using Sammy App to advertise events. We can create a QR code to track attendance at events.
    - There is a Campus Wall (similar to Twitter and Facebook feed) on which students can post various info (e.g., Lost & Found). We can think about using the Campus Wall to advertise events and share messages with students.
  - We can use Sammy App for assessment
    - Students can rate the quality of events they attended
    - Can also link to survey (Qualtrics; Google Form)
  - It is unclear if there is an SJSU advisory group that monitors content on the Sammy App
  - Something to think about is whether we want to use the app and who will take on this responsibility?

- Review of UPD Information on campus trends – Manuel
  - Shared data on Public Intoxication Arrests 1/1/2017 – 12/31/2018
    - Majority of arrests are made on individuals not affiliated with SJSU
    - Majority of arrests are made on individuals older than 21 years
  - If there is something in particular that you would like Manuel to run in the UPD database, you can email him your requests

- Review of Social Norm messaging effectiveness - Travis
  - Individuals interpret messages in many different ways which can lead to unintended consequences
    - Example: Messaging to students that the average person has 4-5 drinks may encourage students to challenge this norm and drink above what is the norm
We can think about ways to change attitudes about alcohol use as a means to change behavior related alcohol use.
   ▪ Also important to provide clear messaging about concrete behaviors they can practice (e.g., eat before you drink)

How can we move forward?
   ▪ What are the key issues that we are focusing on?
   ▪ Liz proposed the idea of focusing on the education about high-risk alcohol use for those 21 years and up. We can address this issue via:
      ▪ Social norms campaign
      ▪ Education about bystander intervention skills
      ▪ Increase faculty awareness about SJSU student alcohol & substance use
   ▪ Liz will set up a document on Google Drive where we can share our ideas

IV. Reflections and Thoughts - None

V. Announcements - None

VI. Next Meeting: Doodle poll will have to go out next semester for future meetings. Meeting was adjourned at 1:20 pm.
SJSU Alcohol and Drug Abuse Prevention Committee
Meeting Minutes
January 31, 2019
Student Wellness Center Room 122A
11 AM - 12 PM

Present: Carole Dowell, Markis Derr, Nicole Dubus, Chelby Gill, Henderson Hill, Travis Mason, Celinda Miranda, Laurie Morgan, Liz Romero, Katerina Salas, Rae-Ann Santos

I. Welcome and Introductions - New member: President of COUGH Rae-Ann Santos

II. Past Meeting Minutes
- Meeting minutes approved with no corrections made

III. Members Absent today – Manuel Aguayo, Robert Rinck, Kim Tsai

IV. Future Meeting Dates
- Celinda announced that she sent out a doodle earlier this month to help us find a meeting that works for us. Only half of the committee responded to the original doodle.
- Celinda passed a sheet around the room for committee members to jot down times they are definitely not available throughout the week. Celinda will use the information she collected to create a new doodle poll. The doodle poll will be sent out to the committee so that we can set a time for our next couple of meetings.

V. Alcohol on Campus
- Celinda announced that she briefly spoke with Stefan, the chair of the Academic Senate, regarding the possible bar that will be opening up in the Student Union. Stefan indicated that he was unaware that a bar was being placed in the Student Union. He explained that the Student Union is a separate entity which means the greater SJSU campus may not always be informed about what is being planned for it. Celinda and Stefan noted that there is no clear approach as to how all the necessary players come together and address this decision of selling alcohol on campus. Stefan was going to see if he could obtain more information regarding this decision and ADAP’s possible connection to this effort.

VI. Academic Senate Update
- Celinda was asked by Bethany Shifflett, of the Academic Senate, to change the co-chair appointment in our bylaws from “administrator and faculty” to just “a faculty member”.
- Henderson believes that the language should remain as is. There should be a shared governance between Student Affairs and Academics to provide a good balance in our committee.
- Liz seconds the idea of shared governance.
- Vote taken: 10 votes to keep the language as is
VI. Committee Charge/Committee work efforts

- Travis Mason shared an unofficial statistical data report for the SCED and UHS alcohol and drug violations during the 2018-2019 AY.
- The number of alcohol violations are lower than they have been in the past
- UHS has noticed an increase marijuana use while SCED has noticed an uptick with opioid use
- Most violations are coming from freshmen
- The committee discussed possible reasons why the number of violations might be higher among freshmen. Chelby stated that it may be easier to catch freshmen utilizing drugs since they are more likely to live in the residential halls than upperclassmen are.
- Henderson shared that he has seen an increase in substance use more than alcohol use among the students he works with.
- Henderson and his team have reached out to student organization alumni to gather more information about their student organization experience, especially when it comes to alcohol and substance use. The information they gathered demonstrates excessive drinking, specifically while pre partying. This behavior is seen across all student organizations, not just Greek life.
- Katerina shared that International Students have shared instances of DUIs. These students worry about how a DUI will affect their immigration status. International students are given some education about alcohol policies in the U.S., but it is not extensive. Her team is looking into having a more comprehensive orientation in the fall.
- Nicole asked if we have administered a student survey around substance use before
- Laurie responded by sharing that we administer the NCHA survey and Alcohol Edu
- Celinda posed question to Committee: How do we begin brainstorming ways to deliver messages about alcohol, drug use, and resiliency.
- Henderson shared that his department has a committee for marketing and messaging through their website, newsletters, and social media platforms. He offered to pilot any ADAP messaging we develop.
- Celinda shared that housing has said that they can put up ADAP messaging on their monitors. CAPS can also put it on their social media platforms.
- Carol shared that the AS newsletter reaches a lot of students. They would be willing to put any messaging on there.
- Henderson stated that we need to identify our partners that have strong outreach and connectivity.
- Nicole asked if we can use Sammy App to send push notifications
- Henderson doesn’t recommend using push notifications because students can get overwhelmed by it
- Chelby shared that Instagram stories are a good way to reach out to students.
- Travis believes that we need to think about what our message is going to be before we begin to brainstorm avenues for delivering that message. One we have our message, then we can have a coordinated effort with the same messaging but tailored to each department. Travis also shared that through the nature of the work SCED does, their messaging isn’t very proactive, but more reactive.
- The committee agreed that we need both proactive and reactive messaging.
- Chelby would like something that is less clinical and statistical. She also shared that the best time to send out the messaging would be right before students go out and party.
- Liz shared that we need to take a harm reduction approach to our messaging instead of using scare tactics.
• Henderson stated that because we do not have amnesty policies, we fail to create a culture of care. People aren’t taking care of each other. They are scared about getting in trouble. We need to create messages that talk about taking care of each other.
• Celinda likes “let’s be honest” as a possible tagline.
• Travis offered the idea of adding “Spartan support” somewhere in our messaging for the reactive group.
• Nicole offered to have graduate students in MSW program support our health messaging. She shared that we can make it one of their assignments. This project can be ongoing as graduate students evaluate their efforts and make improvements each semester.
• Nicole offered to have graduate students in MSW program support our health messaging. She shared that we can make it one of their assignments. This project can be ongoing as graduate students evaluate their efforts and make improvements each semester.
• Laurie shared that WHP is hiring a Health Communication Specialist. This person may be able to help us.
• Celinda would like to have a soft pilot of our messaging this semester.
• Liz shared that we need to really do our research and come up with strong messaging and a marketing plan before we put anything out there. The wrong messaging can actually have the opposite effect, causing an increase in substance use.

VI. Action Item
• Everyone researches existing campaigns and places it in a shared folder.

VII. Reflections and Thoughts - None

VIII. Announcements
• Liz announced that the Biofeedback Lab is opening on Monday, February 25th. More information to follow.
• Henderson announced that our division hosts a tailgate every year as an alcohol free alternative. Our committee might want to look into how we can get involved in things that already exist on campus.

IX. Next Meeting: Doodle poll will go out again to identify next future meetings.
SJSU Alcohol and Drug Abuse Prevention Committee
Meeting Minutes
February 20, 2019
Student Wellness Center Room 122A
11 AM - 12 PM

Present: Jason Amezcua, Henderson Hill, Celinda Miranda, Laurie Morgan, Liz Romero, Kim Tsai, Katerina Salas

I. Welcome and Introductions

II. Past Meeting Minutes
   ● Meeting minutes approved with no corrections made

III. Future Meeting Dates
   ● We are going to try to hold a Zoom meeting for March 13th meeting at 4pm. Look for further instructions from Nicole Dubus.

IV. Academic Senate Update
   ● Vote regarding Chair Appointment by University President
   ● Language currently reads: “The Co-chairs (1 faculty; 1 administrator) shall be appointed by the President in consultation with the Senate’s executive committee.”
   ● Members present at the meeting approved to change wording to: “Co-chairs from among the committee members will be appointed by the President, one of which should be a representative from Academic Affairs and one of which should be a representative from Student Affairs.”
     ○ Celinda will email the entire ADAP team to gather final thoughts on the revised wording and make revisions, if necessary, before communicating this change to the Academic Senate

V. Committee Charge/Committee work efforts
   ● Liz will transfer ADAP materials to Google Team Drive
   ● Liz shared what she learned about a few substance use education and abuse prevention campaigns from other universities
     ○ SJSU Alcohol Social Norms for Frosh – many of the messaging appeared on LCD screens across campus, however, it is unclear what the impact of this campaign was as it’s uncertain whether there was a formal evaluation of the effectiveness of their campaign
     ○ At Northwestern University, campaigns were focused on social norms and targeted towards incoming freshman; They presented statistics based on Everfi data (e.g., 79% of 1st year students find it unacceptable to black out due to drinking); These messages can be found online for the public to download
     ○ At UC Santa Cruz, their messaging about marijuana use took a harm reduction approach
     ○ At Stevens Institute of Tech, they focused on bystander intervention
o At SJSU, we have had campaigns running in the weeks leading up to graduation (“Congratulations Graduates! Nearly 30% of SJSU students don’t drink alcohol. If you choose to drink, remember to celebrate responsibly.”); These fliers were handed out to students when they picked up their cap & gown; Some local bars also displayed these posters on their walls.

- Celinda did research on SAMHSA (Substance Abuse and Mental Health Services Administration)
  o It may be effective to frame substance use/abuse as a health issue
  o Important to de-glamorize substance use (for example, substance use can damage skin, teeth, breath)
  o Important for to frame messages such that we are not lecturing, shaming, or encouraging sensation seeking.

- Alcohol & Sexual Assault webinar (Jason Amezcua)
  o Discuss contextual expectations and bystander intervention, debunk/demystify myths of masculinity + substance use (don’t need to drink to be considered masculine)

- How can we “funnel down” and decide on what kinds of messages we want to communicate to SJSU students?
  o What should the focus on our messages be on? For example, culture of care? Bystander intervention?
  o To what extent will our messages overlap with SJSU Cares?
  o Should we focus on specific types of substances, such as alcohol or marijuana?

- ADAP team members began to brainstorm messages
  o “I got your back”
  o “Spartans, we watch out for each other”
  o “Take care of you, take care of one another, take care of this place”
  o “I give a F#!@!”
  o “Party smart, party safe, party responsibly”
  o “Live to party another day”
  o “Party, but live to party again”
  o “You take care of you, one another, this place”
  o Messaging can focus on responsible behavior & how to recognize distress
  o Messaging should include visuals and images that SJSU students can relate to, such as images of individuals who look like their own college peers.

- It would be helpful to get student feedback about the types of messages that SJSU students would find effective
  o Henderson Hill volunteered to help reach out to different student groups on campus to get student feedback
  o Kim Tsai can also reach out to students in her classes

VI. Reflections and Thoughts - None

VII. Announcements

- Biofeedback Lab is opening up next week and is available to students, staff & faculty as well. The 1st week is typically slow, so there are many available spots open during the 1st week.

VIII. Next meeting: March 13, 2018 at 4pm via Zoom
SJSU Alcohol and Drug Abuse Prevention Committee
Meeting Minutes
March 13, 2019
ZOOM Meeting
4 pm – 5 pm

Present: Manuel Aguayo, Jason Amezcua, Eileen Dailey, Nicole Dubus, Travis Mason, Celinda Miranda, Laurie Morgan, Liz Romero, Kim Tsai

I. Welcome and Introductions
   • Acknowledged special “Thank you” to Nicole Dubus for assisting in making our Zoom meeting possible for today.
   • Introductions were done: Two SJSU students, Tina Paredes and Kayla Henderson, from DBH Agency were introduced as guest presenters to committee today.

II. Past Meeting Minutes
   • Meeting minutes approved with no corrections made. Kim Tsai was thanked for completion of last meeting minutes. Pointed out discussion points regarding our previously mentioned marketing campaign ideas from our last meeting.

III. Academic Senate Update
   • Celinda provided update that proposal was sent to Bethany Shifflett of Academic Senate Committee O&G that this Committee would like to keep “shall” instead of “should” as wording for Co-chair appointment. Reported that Bethany stated President is the one making the appointment and it is uncertain if us recommending “shall” over “should” was too much of a strong recommendation. We may have to accept what President says. Bethany stated she would submit our recommendation but we have not heard back from her yet.

IV. Committee Charge/Committee work efforts
   • Celinda announced to committee that a Rave Event was scheduled to occur on April 17th in the Student Event Center.
   • Liz shared that previous work from this Committee included recommending that Raves not be occurring on campus. Liz shared being unaware this event was happening and thought they had stopped happening.
   • Sgt. Manny provided various details regarding event:
     o Zedd is name of artist performing and he performed at Grammy Awards and won last year
     o Event is being promoted thru Student Union Inc. headed by Cathy Busalacchi
     o Supposedly the artist is moving away from EDM music and more towards a mainstream audience
     o There will be a live show and is considered a general admission dance event. It is sold out to 6500 people.
     o UPD has been called to staff the event and are “staffed up.”
     o There will be Event services staff as well as the yellow jackets, metal detectors, and amnesty barrels.
     o UPD will be using the same “playbook” approach as with the Up and Up Festival in April where it was an opportunity to redeem themselves. It was successful event.
     o They will be looking to mitigate things at the entry level, at the line and with amnesty bins.
     o They will be looking to confiscate things and be on the lookout for where they can hide drugs.
They will be posting the prohibited items and hope the amnesty bins are used to dump prohibited items so these items do not get into the event.

There will also be P.L.U.R. (peace, love, unity and respect) angels available who will be providing water and identifying those that need medical assistance.

The Event Center will also have EMT teams with ambulances parked nearby.

He was contacted by the Event Center approximately 1.5 month ago for this event.

With it being on a Wednesday night, there will be traffic issues.

There have been volunteer student groups in the past who table outside the event and provide water.

They are planning to have things organized and sophisticated from the beginning. Want to keep problems from getting into event center.

If you are drunk or high from the beginning you will not be in. The Event Center does have the right to confiscate tickets.

- Celinda asked Sgt. Manny if there are any tests that can be given to identify intoxication levels.
- Sgt. Manny responded that no test are administered but they use visual observation such as stumbling or being carried by a friend. If their behavior is irrational, the UPD, based on their training and experience, can tell who needs to go home or does not need to be here. He stated a Breathalyzer test is not given unless someone is taken into custody or some sort of prosecution occurs. It is identified they are under the influence of something if there is an odor of alcohol, or there is an objective symptom, such as sweating profusely and it is 45 degrees outside, which could lead them to not be let into event.
- Celinda identified she placed this item on the agenda because she wanted to propose the question if the ADAP Committee should be prepared to do something for the event, or just have knowledge of it. She stated the Committee may be able to be prepared if a marketing campaign is further identified and we attempted to be ready by April 17th, the date of the event. She stated the Committee could look towards doing something proactively rather than reactively. She asked the Committee if there were any other thoughts about the event.
- Liz commented she wondered who the Artist was so she could research the type of crowd this Artist attracted.
- Sgt. Manny identified the Artist’s name was ZEED and he appealed to a late teen to early 20’s type of crowd. He stated the event is an 18 year old and older event. He stated he also needed to mention alcohol will be served at this event.
- Celinda questioned if this was the first time alcohol was being served at the Event Center.
  - He stated this occurs because of the contract thru Spartan shops.
  - He stated this is a public event so non-students and non-affiliates will be eligible to attend.
  - He stated he knows they did not serve alcohol at the Fall Concert that Student Affairs sponsored. Student Affairs paid for everything and it was an “only for students” event.
  - He clarified that this is a public event.
- Laurie questioned length of time this event was known about since it seems awareness of these events occur after they have already been booked and then UPD is being contracted or brought in.
  - She stated this event occurring had not been mentioned in the SALT meetings.
  - She stated she is coming from the perspective of connecting the dots when there are events like this that could impact our student body and campus culture.
  - She stated it would be helpful for a team like ADAP to be informed.
• Sgt. Manny stated he had received the event request early last month.
  o He stated the Events Center submits the special event request form more so informing UPD of the event and he contacts them to work out security needs.
• Celinda questioned how much does the Event Center have to answer to the University.
• Laurie stated this may not always be clear but it is an issue that just needs to come up because it is a part of our community which impacts our community and our students.
  o She stated there being some down sides to these concerts in the past.
  o She acknowledged it sounded like UPD was getting in front of the needs in terms of safety and security but there are still risks.
  o She acknowledged it being good to have been brought into the loop to strategize on how to make it the best event possible.
• Sgt. Manny shared his being in agreement.
• Celinda reflected on clarity that may be needed for committee as to it’s continued purpose, role and benefit to it being a “player at the table.”
  o She stated, how does the committee create the opportunities to be invited to “sit at the table,” or how does the committee show to others that it is a benefit to have this committee sit at the table.
  o She stated this seemed to be a long term goal and did not think we could do this now although the committee could continue to set the steps now in place to create opportunities to be a player at the table.
• Laurie shared how the number of events at the Event Center could theoretically impact the community and how the history of the EDM events brings forth some concerns which creates the surprise to it occurring at this time.
• Liz shared some of the history from the ADAP Committee previously in regards to holding these concerts.
  o The ADAP committee was divided.
  o There was half of the members who felt strongly about not having these concerts on campus, and the other half said it is better to have it here because they are going to go to these concerts anyways.
  o It is better to have them closer to home, instead of them having to drive somewhere, and then come back and there be concerns for their safety if they are traveling long distances.
  o She stated they did attempt to create a proposal on how to make them safer, but were in the middle of doing the research, when they were told the EDM concerts were not going to happen on campus any longer.
  o So they never completed the research or submitted a proposal.
  o She stated they did invite Cathy Busalacchi to a committee meeting once to learn about what strategizes are implemented and to facilitate her being familiar with the Committee.
• Celinda acknowledged Liz’s comments of inviting Cathy Busalacchi to a committee meeting as being a good idea to at least get the dialogue started back up again.
• Liz emphasized we should be clear about our purpose that we are inviting her so we can learn about her strategizes but we are not going to berate her or shame her.
• Celinda emphasized we would give the message we are definitely here to be a team player and partner in the process.
  o We would want to have the “left hand know what the right hand is doing” and work towards supporting the different efforts.
  o She stated it would take a bigger discussion and stance to once again say “no” these events should not be happening on campus.
• She stated another question could be whether the Committee wanted to come up with another proposal regarding holding EDM events.
• She stated or if they are going to happen, how can we be a partner in the efforts to make it safer for students?
• Celinda asked for any last thoughts regarding the Rave occurring?
• Sgt. Manny commented that advertising could be done in a proactive manner with the Wellness Center since it also seemed to be the “home office” space for ADAP with us holding our meetings there.
  o He suggested using the facility during these type of events to help with sharing of resource information inside the building and outside the building by tabling, handing out water or flyers.
  o He suggested also before the event, passing out information or materials, so people who get their tickets can seeing the messages.
  o He stated you could have people standing outside or in the windows monitoring safety from within the center as the events are going on.
  o He stated to assist with the marketing campaign efforts, he would not put law enforcement in the Wellness Center.
  o He stated we should make the Wellness Center a resource for people to go to if they have questions before or during an event.
• Celinda shared visual image she was having of having signs and slogans in the windows which would be visible while the Event attendees waited in line.
  o The signs would be saying messages that promoted “being safe.”
  o She shared how when meeting with marketing agency student there was a funny example of a marketing message Kayla was able to identify: “turn it up but don’t throw up.”
• Celinda shared getting idea of connecting with the DBH Marketing Agency made up of the SJSU students from Marko Mohlenhoof, SJSU Cares Case Manager, when they were all at ECRT Subcommittee meeting and he mentioned this agency class helping the Food Pantry with their logo and marketing campaign.
  o She identified meeting with student, Kayla Henderson, as a start and today having Tina Paredes present in Zoom meeting to share their ideas about a possible marketing campaign.
  o Celinda re-read the goal, the audience, and tactics from the notes provided by Kayla out loud.
  o She identified Kayla provided a summary of the ideas discussed and identified that their purpose would be helping the Committee with all the identified ideas.
• Kayla shared how they could create a campaign for the Spring semester targeting students over 21.
  o She began to identify that they could create a slogan, a logo and color scheme, since the committee did not seem to have this.
  o Celinda identified she did not have prior knowledge of there being a logo and stated how helpful this could be to increase being more recognizable.
  o Liz shared not remembering there being a logo although she may have seen something in old documents.
  o She stated their Class Professor assigned them a graphic designer so they can create a logo
  o She questioned whether the Committee desired a slogan and could pick a color scheme for the promotional materials. She stated it would be best to have one color scheme so we are easily recognizable across campus.
• Celinda clarified that today’s goal was to present the information on how they can assist the Committee but that the Committee still needed to decide if we would move forward in this manner. She identified this all seemed positive since the Committee did not seem to have any of the items they can help create for the marketing campaign.
• Kayla recommended creating a logo with color scheme and slogan.
  o Stated getting the information out by doing tabling and sponsoring one event to capture the most students.
  o She stated if we had funding for interactive games, we can purchase treats, handouts such as USB drives, which would act as constant reminders of the information being shared by ADAP. It would assist with awareness building and promotion facilitation.
  o She began to indicate that two physical handouts could be created: one for alcohol and one for marijuana.
  o (At this time, a dropped connection occurred for Kayla and she was not able to join us and continue in conversation.)
• Since connection was lost, Celinda posed question to Committee as to their thoughts regarding information shared thus far from Agency Marketing Class.
  o Nicole stated “it is good.”
  o Liz stated it sounded great but still questioned what was the messaging we were trying to convey. She stated not wanting to get bogged down with the branding when we still needed a message.
  o Celinda identified the messaging to be provided is still completely up to the Committee and the student agency can only work with our “raw material” provided to them.
• Liz shared her thoughts about how we have not solidified our message yet.
  o She provided reflection that goal identified is “pretty lofty” and has a lot of different parts to it.
  o She questioned how one message could not cover all those parts.
  o She stated needing to identify what our umbrella message will be
  o She pointed out promoting safe alcohol use, educating about consuming alcohol safely, and identifying how to avoid abuse and unsafe situations were all different things.
  o She desired to more clearly define our umbrella term or our main tagline.
• Celinda clarified that she believed Kayla created this goal from our conversation which included the many different parts of what the Committee had discussed to date.
  o Celinda clarified this was a summary of our conversation and why it was entitled a “proposal draft”
  o The question still remains as to what decision is going to made regarding how we take action.
  o Celinda questioned whether another solution is to go back to the Google Doc Liz had created and get our messaging from there?
  o Celinda emphasized we keep coming back to the same thing and it is unclear if someone needs to be name the holder of the information that is going to be produced and we just trust that person or if we're going to vote on certain things.
  o The opportunity exists that we now have a way to get our message out and may be we can set a date and set a deadline and identify what we want to say and move forward with it.
• Liz stated our messaging can come from having another brainstorming session as we did in our previous meeting. She stated we could focus on the branding once we have our message.
• Travis raised a question as to whether or not the brainstorming can occur in this meeting since it seems like we have not decided on our actual messaging yet.
• Celinda agreed with the comments provided and asked that Tina finish discussing what they are able to create for us so she could end her participation on the call. Identified that then last 20 minutes of the meeting could be used to help identify the path as to coming up with a message and then we could get back to the students with our defined messaging.
• Tina stated Kayla's computer was no longer working and she would continue with conversation.
• She stated they were considering using a “fun graphic” as seen for Cal Poly school for the two possible handouts for marijuana and alcohol.
• She stated they could be eye catching that students could see, we could put it up on social media and have printed handouts as well for tabling.
• Tina also questioned whether Committee does have any social media for this campaign and mentioned that CAPS does have social media efforts already as a department.
• Celinda asked Liz or Laurie if Wellness and Health Promotion used social media for their events.
• Liz identified their platforms were Facebook and Instagram
• Tina continued to share that their efforts would include posting our information on these different accounts, as well as the Sammy App which is used by the more younger students, and having graphics that could help illustrate such information.
  o She stated once we finalized the messaging then we could focus on the more individual pieces but was more so providing the big picture at this time.
  • Celinda confirmed that we had discussed the Sammy App and its function in one of our meetings, with Jason presenting, and that Sonja Daniels had identified being willing to give use access to using it as well for marketing our messaging when we were ready.
  • Tina stated believing some students also enjoying receiving notifications and other information and one being able to use the homepage for messaging as well in sharing safety tips regarding drugs and alcohol.
  • Celinda posed question to Tina as to how much content did they need from Committee to begin work.
  • Tina stated having the messaging and clarifying whether we wanted to focus on marijuana and alcohol would be helpful for them to then put together the slogan, logo, color schemes and whatever other deliverables they could create.
  • Liz stated that alcohol and marijuana are our two most used substances, but she identified the Committee previously having identified our product focusing more on the bystander intervention focus. On having messaging that identifies creating a community that cares.
  • Feedback was provided that we had been focusing on creating interdependent communities along with focusing on drugs.
  • Tina identified there could be different subsections of this campaign that could be focused on. She stated we could go deeper into the branding component and then identify the specifics when creating a flyer such as about building community and keeping safe and also not using drugs or alcohol.
  • Laurie shared her feedback that she agreed with Liz about whether or not a marketing team could come in and do their work without having a real sense or even the scope of the project.
    o Question was posed as to whether or not we have some broad messages and some subset messages.
    o How will they be able to conceptualize and craft these messages or even possible color schemes.
    o She expressed appreciating having the marketing team” in the wings,” but the Committee possibly not being quite ready to enlist their help until we spend a little more time figuring out our part.
    o Laurie also wanted to be mindful of the students’ class requirements and not being able to meet their deliverable timeframe and it affecting their class goals.
• Tina stated the goal was get everything done in a certain amount of time with ample time to get it done. Setting a schedule would be helpful as to when the messaging would be available and then gathering again to conceptualize what kind of flyers could be created or social media messages created and the identifying a due date for the deliverables would make it easier for us in the long run.
• Question was posed to Tina as to when their deadline idea might exist, by Spring Break or between now and May 15th?
• Tina stated we could have their help up until May 15th which is the last day of instruction.
• Celinda shared that when meeting with Kayla, the conversation included preparing to do tabling and a collaborative event with another entity like the success centers but that at this point if we could come up with the messaging and get at least the handouts and the flyers or get a logo that would be successful for this semester. A goal would have been met.
• Tina stated they were willing to help as much as they could and prepare for the social media or tabling but that the deadlines could also be pushed back if time became too crunched up. She also stated the Committee could work with the DBH Agency in the next semester but she and Kayla would not be around because they are graduating this semester.
• Celinda asked if there were any other questions for Tina.
• Laurie stated we appreciated their willingness to help us and we just didn’t want to set them up and not be able for them to deliver what they needed to deliver for their class requirements. She stated we would work independently and come back to them.
• Tina clarified that there were no set requirements for the class and no specific deliverable due. They just needed to explain what they ended up doing during the campaign and what they were able to help with. She stated there was not anything specific that was to go to the teacher.
• Celinda shared our appreciation to Tina and Kayla for their involvement so far in our messaging efforts. Agreed we would be connecting again.
• Tina stated for us to just communicate with them about when we had the brand messaging information together and then we could discuss scheduling and the other details.
• Celinda recognized there are 9 minutes to our Zoom meeting timeframe.
  o She reflected on where we could obtain certain statistics that we could use in our messaging; similar to graduation posters Liz had made previously with statistical information as well.
• Liz stated her statistical data for her posters came from the NCHA data and the more updated one for 2018 could also be obtained since the information she had used was from 2016.
  o She stated this information would be good for the social norming campaign and to correct the perceptions of drinking.
  o She also mentioned that Laurie may know of some data coming through the CSU system regarding bystander intervention data.
• Laurie confirmed data gathering was occurring right now and it was launched to 5000 SJSU students. She stated turned around for data release was possibly going to occur April 1st which could possibly provide us with more information regarding bystander behaviors and impediments.
• Celinda asked if we wanted to stick to alcohol, drugs and the community bystander intervention focus for our messaging or if we wanted to narrow it down.
Liz shared that if we wanted to complete something by the end of the semester that actually had some weight to it, we needed to narrow it down.

Further discussion was held that overwhelming choice amongst the committee was to focus on creating a community that cares versus raising awareness of drug and alcohol abuse or promoting safe alcohol usage.
  - Liz suggested putting it to a vote, but acknowledging not everyone was present.
  - Celinda stated the last time we had to gather votes via email we did have a good response from our members.
  - Liz identified there needed to be a way to brainstorm our message and to hopefully have it identified before we meet next and not come to brainstorm in the meeting.
  - Nicole also believed this was a great idea.
  - Celinda questioned whether previously created Google Doc could be used or we used our ideas we had previously brainstormed in our previous meeting.
    - There is a choice if we want to keep some of this and then just keep either adding to it or voting on different things.
    - It was acknowledged that if we focus on the bystander intervention part then this becomes our main focus.
    - Celinda was willing to put the different ideas on a Google Doc and send it out for everyone's responses. It was noted that a two week turn around may be too quick but that we could try and come back with ideas already brainstormed.
  - Liz stated Google doc sent out previously was again not useful for this process any longer. She suggested we transfer our original brainstorming list to a Google Doc and add any other ideas to that list. We are still going to need to narrow it down to our topic.
  - Nicole stated that from our meeting on 2/20/19, there seemed to be enough consensus in committee that we could should focus on bystander intervention focus. She asked for others to voice their opinion.
  - Jason stated he agreed with focusing on creating a helping culture.
    - He did not believe it was a full on effort of a bystander intervention approach but he thinks it would resonate.
    - He identified having a simpler message that conveys looking out for each other and having safe practices.
    - May be not giving a lot of stats or we could put some in there but focusing on our message and using images that convey that message with a single message versus being multi-layered.
  - Liz stated how we can have a good tagline that promotes caring and helping and have images as Jason just mentioned that depict diverse images that shows us caring for one another in different situations.
    - She mentioned if we could get ourselves together first, we could then move towards acknowledging the alcohol and drug use issue within the images that would include the umbrella message of “we can help each other out”
  - Jason stated this is where he thinks the DBH Agency students would come in in terms of creating the potential images if we just give them the tagline and some direction of where to go.
    - He felt the students would be able to start off with some ideas and they would communicate pretty well.
  - Celinda stated marketing students needed the “raw material” from us and then they will come up with how it looks and the flyer.
    - Did not want to use the word “pressure,” but Celinda stated if the Committee can make a decision on what we're going to say
  - Liz suggested that if they're not taking the photos for us and it's up to us, then we should lean towards easier slides with mostly text.
    - She is concerned of accidentally giving the wrong message.
    - Such as having an image of somebody calling the ambulance because somebody drank too much.
    - Then the message you are possibly giving is we care but we are also saying this happens a lot on campus.
    - She identified being concerned of driving the numbers in the opposite direction.
She suggested using more clean text that is also branded and recognizable.

- Celinda just verbally reflected that she was not envisioning the picture of an ambulance but more so of students, not holding each other up, but high fiving each other, more relaxed and just hanging out but definitely not calling the ambulance.
- Celinda identified we were running out of time and needed to address the scheduling of the next meeting with another doodle poll.
- For the next meeting, we may only have till May or the end of May possibly to meet as a committee and so we are working with that timeframe for our next several meetings which will be noted in the doodle poll. The meetings dates have been picked based on the number of responses the dates get.

- Nicole submitted a written message in the chat box that she did not want to normalize drug use and give the message that “everybody is getting high. We just don't want you to die.”
  - She stated in the old days, we would try to actually minimize the drug use. So I get harm reduction, I get motivational interviewing and I get what we're up against. I just want to make sure that the message doesn't get too casual
  - This is the extreme viewpoint that still exists that people still think that drug abuse is only the really severe episodes that people see and we miss a lot of the other stuff.
- Celinda voiced her agreement with Nicole’s comment and wondered additionally what would be the message that we want to give.
- Nicole stated we are saying our charge is we're going to do bystander awareness and our charge is to find effective messages that we want to us without doing damage. We want to do harm reduction and bystander awareness.
- Laurie stated she had some ideas she had written down and would share them when the brainstorm page was provided.
- Liz asked Laurie if there's another group on campus already working on bystander intervention messaging.
- Celinda asked if the Healthy Campus 2020 campaign is a bystander intervention but it was clarified that it is not.
- Celinda asked that responses be provided for the next meeting times in the doodle poll and that the marketing campaign also be responded to in order to identify the messaging ideas.
  - Not enough responses were received for the next meeting time so more dates will be put out in hopes of getting more responses.
- Celinda questioned if we were doing Zoom meeting again and discussion held that we were able to get thru our meeting items.
- Sgt. Manny identified he liked the Zoom meeting because he can actually visualize stuff as we're going along and his using his computer and looking for symbols of the interventions we are talking about. He was in agreement with whatever the group decides.
- Jason also stated it works off your phone or laptop and also works for him.
  - Sgt. Manny commented about the helpfulness of being able to do it remotely and it also working on an Android.
- Celinda identified we had great participation with 11 people actively in the meeting today including the students. So we will move forward with the next meeting being another Zoom meeting. Thanks to Nicole for her tutoring me to make it all possible.

- Next Meeting: TBD, please do provide your available times within one week of getting doodle poll - we only have about 2 months left for scheduling of possible meeting dates, THANK YOU!

V. Next meeting: March 13, 2018 at 4pm via Zoom
SJSU Alcohol and Drug Abuse Prevention Committee
Meeting Minutes
April 10, 2019
ZOOM Meeting
4 pm – 5 pm

Present: Manuel Aguayo, Nicole Dubus, Celinda Miranda, Liz Romero, Kim Tsai, Robert Rinck

I. Welcome and Introductions

II. Past Meeting Minutes
   • Meeting minutes approved with no corrections made. Noted that they were completed using Zoom transcript.

III. Announcements
   • Celinda announced Katerina Salas does not work with SJSU any longer. Her last day was April 3rd. Her Director may possibly join ADAP in her place. Need to connect with Stef Frazier about this replacement.
   • Identified Chelby Gill was going to be at the AS Meeting today but she was eligible to be selected for the University Governance Award and was selected for that award thru the Academic Senate.
   • Celinda shared that the The Chicanx/Latinx Success Center and Peer Connections also shared information they were going to sponsor a Bystander Intervention Meeting. Liz and Kim identified they had not heard about this training. Topic involved “being safe on campus, which typically has an individualistic approach. Girls are urged to always travel in a group or carry pepper spray, for example. Although these suggestions hold some truth, we want to stay away from pinning the responsibility on victims and survivors of assault. We recognize that fear and making this a one person issue will not create a safe community. In order to achieve safety on campus, everyone has to be involved. In addition, the Chicanx/Latinx Success Center revolves around building community and this is a value that we want to echo in our workshop. This is why we will be talking about being a responsible bystander and why we have a responsibility to keep each other safe. In this way, we will not only build up our safety as individuals, we will build up our community.” Celinda wondered if this was in line with what the ADAP Committee was also trying to message with their bystander approach to alcohol and drug abuse prevention. The event is occurring on 4/16/19 from 4-5 pm at Peer Connections.
   • Discussion was held that Aquatic Recreation Center was opening on 4/16/19 for Staff around the same time but Celinda was still desiring to attend both.
   • Sgt. Manuel asked where this training was being advertised. Celinda identified it was in the OJO Newsletter and she agreed to forward it to everyone.

IV. Committee Charge/Committee work efforts
   • Celinda identified two main items for meeting were upcoming RAVE and whether or not Wellness and Health Promotion was going to do an activity for this event. Discussion was held with Laurie that we were unsure if ADAP was going to focus more on programming or policy creating when committee members are already involved in so many other roles.
• Liz shared she discussed it with her Peer Health Educators of possibly creating some sort of signage that they could place on the windows themselves but she stated no other steps were taken to move forward with this idea.
• Celinda identified she was willing to do tabling as we do with the ASK ME tables and pass out water bottles with messaging stickers before event although time was limited for that day. Or is this something that is planned for future events.
• Liz identified that if ADAP wanted to do this type of activity she was willing to support it. She stated if Committee was willing to help she could help with preparing the materials. She stated they have had several hydration stations at different events where they provide labeled water bottles that identify the signs of alcohol poisoning, cab numbers and UPD number. They have done this for Halloween and tailgating. They already have a label that can be printed out and she can volunteer her students and staff to label water bottles but staff is needed to pass out water bottles.
• Celinda stated we would ask Committee members if they could volunteer to do this.
• Sgt. Manuel identified his staff was coming in at 5 pm. The event was ending at 11 pm. He stated students have tabled outside and passed out water when the event ends. Discussion was held if water bottles are passed out before event but then Sgt. Manuel stated they can not bring in water bottles before event. He stated the PLUR Angels would be passing out water in the event. They stay throughout duration of the event.
• Celinda identified she could be here towards the end of the event. But Liz questioned if Committee’s goal was to be present for that event.
• Liz identified signage could be provided in the bathrooms since those attending concert come into the SHC to use the bathrooms.
• Celinda identified the committee still needed to identify what messaging we were going to create and this could be decided today.
• Sgt. Manuel questioned if any signage could be put on the SHC “fishbowl” windows and Liz identified it could be done for that day. His recommended strategy was to close building at 5 pm. He stated previously they had 200 people in building and they needed to close it down. Discussion was held that signage was desired on windows from Room 122A and Student Wellness Lounge. Celinda was not sure if budget monies were needed or if they were manually made. Liz identified there would be a quick turn around and was not sure if Spartan Shops could print it so quickly. Celinda identified that may be butcher paper could be used, if we create our messaging, and the Student Graphic Designers could be used possibly to see what they could create. Liz identified they had butcher paper and paint pens that could be used.
• Kim identified she could help in the early evening but not later in the evening. She agreed that signage would be good to be able to see from the outside.
• Celinda wondered if even placing signage in 3rd Floor windows could also be possible.
• Sgt. Manuel questioned how many signs we desired because he was sending out email to police cadets to see if they were able to volunteer for the art work creation as well. We identified we still needed to come up with our message. He stated he would table this idea for now.
• Robert shared COUGH was doing cigarette butt clean up next week for Earth Day and he wondered if there are any electronic message boards they can post on or relay on the message board.
• Liz stated there are LCD screens in SHC but they are not outward facing. The LCD screens are positioned where messaging can be seen by those entering the bathroom but not outward facing. Liz posed question if there were LCD screens where messaging could be provided inside of the Student Event Center.
• Sgt. Manuel did not think there were any and he was willing to ask John Fleming and Mario Duran. He stated he believed there were LCD screens in the Sports Club. There was the “jumbo Tron” but he believed that was going to be used.
• Celinda identified the Chicanx/Latinx Success Center has an LCD screen and could possibly show their information there. Noted that two conversations were occurring at the same time because of the chatting on the Zoom and the verbal discussion being held. Refocused to addressing messaging for RAVE.
• Celinda shared Google document she created with possible messaging from our previous messaging ideas and other Bystander Intervention websites. She identified 7 different possible taglines and asked that other creative ideas be added or feedback be provided if they desired.
• Liz identified she liked “being a part of the solution” since it created a call for action which was a good way to end the message. Could incorporate a Spartan being a part of the solution.
• Celinda stated she was sharing some brainstorming thoughts. In looking at the different Bystander Intervention websites there were some common approaches such as using the three D’s: distract, delegate, and be direct,” or “Think about it.” She stated this was a whole curriculum focusing on one being responsible for their own behavior.
• Sgt. Manuel shared that he also liked “being a part of the solution” and connecting it to another message that involves caring.
• Kim also agreed and liked the idea of “caring about each other” from another point made on the brainstorming ideas.
• Nicole suggested we could use #1 and #6: “be alert, be aware, be available to help, be willing to take action, be a part of the solution.” She also identified liking #5 which involved consent.
• Celinda and Nicole identified for the 17th event we could vote to come to a decision.
• Liz identified could another option be used for the 17th. She was suggesting we could have three posters right next to each other that showed the message “take care of you, with the image of drinking responsibly, take care of others, like someone taking keys from one another, and take care of this place, with another image.
• Nicole, Sgt. Manuel and Celinda were in agreement.
• Discussion was held about what imagery and what messaging we wanted to provide. Liz identified we wanted to convey a community that cares but various ideas exist of what does that look like. Celinda, Nicole and Liz shared their ideas.
• Liz stated that ending with a call to action was positive. She stated images could be rotated so people don’t become poster blind. As long as branding is the same, the image could be changed. We could show different ways of relaying the message and we could address sexual assault, or alcohol poisoning. We could switch it out every semester with a new image.
• Celinda asked if “party smart, party safe, party responsibly” was from the Party Classy curriculum. Liz clarified it was not but identified students could see this as too outdated (Liz) or there could be too much emphasis on partying (Nicole). Liz identified if they are hanging out in their dorm rooms and drinking they may not see it as a party.
• Celinda identified from the discussion the Committee seemed to be deciding on the messaging being “take care of you, take care of one another, be a part of the solution”
• Nicole suggested one technique could be to respond on the chat room and we could have a tally.
• Celinda questioned if another tagline needed to be identified since we were not sure if DBH Agency students were going to respond or not to any further work to be done. Questioned if we should give two messages to the DBH Agency students to work with or we could also wait
until next meeting on April 24th for the remainder of the committee to also respond. Also wanted to consider that we may only have one more meeting after the April 24th meeting and we needed to decide what our last action item would be for the year.

- The committee members agreed to go forward with the following tagline and move forward considering all the different efforts taken to get to this point.
- Celinda identified that the list could continue to be updated as well in the future by the committee members.
- Liz shared their Peer Health Education Program along with Sgt. Manny and his cadets had tabling student event last week.
  - They were learning ways on how to drink responsibly, learn about the consequences of drinking and driving and then how to be an empowered bystander.
  - Sgt. Manny and his cadets would run students through a DUI checkpoint simulation and they would wear the goggles. It was a really great event and had a lot of people show up.
  - They are interested in doing it again possibly in May, right before graduation. Doing it outdoors also without the rain may also be better.
  - They have not set a date yet but Liz identified being open to doing that again and was wondering if any ADAP committee members wanted to be involved in any way. With this event, their Peer Health Education students were staffing the tables but would also be open if ADAP members wanted to be part of it and wanted to have their own table or they wanted to help staff, one of the already existing tables. Liz identified it was not a requirement but another opportunity for collaboration.
  - Liz stated with the different skill sets within the Committee the members could provide other things that she has not thought of because of the plethora of possibilities when considering everyone’s expertise.
  - She stated the students table with the different projects they have been working on regarding education.
  - Celinda stated she would be willing to do that and already does provide, for example, case management and counseling services at the Chicanx/Latinx Success Center two hours a week and students just drop in and we talk and come up with resources.
  - Celinda reflected that it still seems like we are so siloed and how do we keep informing others of these events.
  - With the different strengths within the committee, how do we keep sharing with one another and within our departments and keep doing more marketing so the word gets out and we can help support the different events.
- Liz identified she could work on scheduling a date for the event and ask the committee if there is anything they would be interested in doing at the event. This would help her decide like how much space to reserve on the Paseo. She asked if the social worker students could be involved and Nicole was willing to get the information and share with her students to lobby for support.
- Celinda inquired if Kim’s students could also be involved and Kim was willing to see if her students could participate depending upon the date.
- Final discussion about our action item from today’s meeting included Liz identifying she had the materials if we just wanted to craft to make signs for RAVE on the 17th but that we needed a graphic designer to make it look good. Celinda was going to talk to our Student Intern Admins to see if they could assist or Liz was willing to use her arts/crafts items to create sign.

V. Next meeting: March 24th at 4 pm, we do have access to SWC 122A room. It was TBD if face to face meeting would be held or if Zoom meeting would be held. It was noted one last meeting for the year would be held in May. Celinda suggested that face to face meeting be held but vote would go out to Committee members to see. Some members identified face to face meeting was possible or could be difficult for a few members. It was noted 2 members informed us they could not be present today because Laurie Morgan was traveling and Chelby Gill was at an AS Meeting.
SJSU Alcohol and Drug Abuse Prevention Committee
Meeting Minutes
April 24, 2019
4 pm – 5 pm/SWC 122A

Present: Kayla Henderson (DBH Agency), Malik Henderson (Kayla’s guest), Travis Mason, Celinda Miranda, Laurie Morgan, Tina Paredes (DBH Agency), Liz Romero,

I. Welcome and Introductions

II. Past Meeting Minutes

- Meeting minutes approved with no corrections made. Noted that they were completed using Zoom transcript.

III. Committee Charge/Committee work efforts

- Celinda identified she did attend the Chicanx/Latinx Success Center and Peer Connections Bystander Intervention Presentation at the Student Success Center. There were no students in attendance but she was able to review the training materials with the two student presenters. They were promoting a message that included more active involvement by a bystander who is present during different circumstances. Their message involved being able to distract, delegate or intervene when needed if someone was not safe or needed the extra support.

- RAVE Event (Zedd Concert) Update from Sgt. Manuel Aguayo and Signage creation efforts
  - Celinda shared summary of information for Sgt. Manuel Aguayo in his absence:
    - About 6,200 people were in attendance;
    - There were five (5) ambulance transports for individuals who were unable to care for themselves due to alcohol consumption/drug influence;
    - Three (3) transports were for heavily intoxicated patients;
    - Two (2) transports were for patients who were under the influence of a controlled substance;
    - Four (4) of the five (5) patients were SJSU affiliated;
    - On-site EMTs, volunteers, and security personnel were diligent with making sure patients received prompt medical care.
    - There were no crimes or assaults reported in connection with the concert;
    - One (1) SJSU Affiliate was issued a citation for possessing MDMA and possessing alcohol while under age 21.
    - One (1) SJSU Affiliate was issued a citation for possessing a false ID card.

  - Celinda thanked Liz for being able to work with Monica, CAPS Student Admin, with short notice to create signage for the RAVE. Signs were placed on the panels on the Wellness Center windows and men/women's bathrooms. The discussion noted the following points:
    - Signs were only posted up for a day
    - Signs weren't the final version so that they’re not scare tactic-like. They need more work.
The initial imagery being used of a concert scene with the wording was changed because it mentioned being “a part of the solution” but it didn't say what the problem was.
The three signs created were simple and eye-catching, despite the very short turn around time.

Further discussion about the RAVE identified these other questions to consider:
- What to be expected from 6,000 people?
- For country concerts? What difference would that make?
- Where there others but didn’t they get caught?
- They checked all IDs. Only when they get cited through their SJSU
- We want to enforce the importance of getting home safely. Though we may not be able to connect the car accidents or etc, that is a message that we should capitalize on. Don’t drink and drive.
- Possibility of gathering data on how many of the 6,000 attendees were SJSU students. We might be able to find that out because students get discounts when they get tickets.

Earth Day Event with COUGH Butt clean up efforts
- In Robert Rinck’s absence, Celinda shared his report from the Butt Clean Up and Tabling Efforts: They had over 40 volunteers (from classes HS 173 & HS/PSYC/SOC 145) who collected 3388 Cigarette Butts in a 90 minute timeframe across the entire campus.
- He stated it was a great exposure for public health, because we have a policy in place but it's not strongly enforced.
- Our discussion regarding these efforts included the following points:
  - Students wrote about the policy a few years ago but nothing came out of the policy. They wrote about how the policy should be enforced.
  - Usually, students are not the ones smoking, it's non-SJSU affiliates. This allows UPD to find people who are smoking who aren't affiliated on campus.
  - Where is the concentration of where the cigarette butts coming from?
  - The church near the dorms often complains that students are smoking there. Robert’s class usually creates a hot spot map.
  - Dorms often let students smoke across the street for safety reasons, because downtown San Jose isn’t the safest area.
  - Focus the ADAP message, on the kind of difficulties we have and where we want to be proactive but not create any more problems. We really need to hone in our focus. So who's going to enforce it better? Especially if they are not students.
  - We’re not sure whose role it is to enforce the policy.
  - Everyone is involved in the community and there’s an expectation that bystanders might say something. If you see a harmful person you should call UPD but put your personal safety first.

DBH Agency Student presentation of possible ADAP logo and flyers
- Kayla Henderson and Tina Paredes presented their efforts to date in trying to create a possible flyer that depicts ADAP’s message of “Take care of you, Take Care of Others and Be a part of the solution.”
Further discussion was held about the difficulty of how each part of the message would be depicted in the imagery to be used. Point was made not only to have men depicted in pictures.

Suggestions were shared that included narrowing down the message to an idea or ideas that could relay the desired goal or goals and also be able to be depicted in the imagery or pictures to be used in the flyer. For example, it was shared could a possible image include SJSU students partying next to water.

The discussion amongst those present involved simplifying the tagline to read: "Celebrate Responsibly" and "Be Part of the Solution" which is indicating what we desire our messaging to be which then leads to a call to action. The DBH Students would then still be providing tips and strategies that would help reinforce these two tagline points on the flyer.

Liz shared how the “Celebrate Responsibly” was a message previously used. She shared the process to her previously creating the “Celebrate Responsibly” Graduation poster and how it was even shared in the cap and gown packets last year. She also identified that there are approved stock photo files available thru SJSU website to be used for marketing purposes as well.

The Student team presented 6 different logos that could be used by the ADAP Committee for their marketing and branding efforts. Discussion by those present was held that the options be narrowed down and Celinda agreed to forward the 3 selected options to the Committee for voting. Celinda then agreed to forward those choices to Kayla and Tina for use on the marketing flyer they would also be designing.

Further discussion was held about possibly creating “pillars of specific values” and having different campaigns that support one core message. Ideas for the possible solutions included being healthier, exercising, supporting one another.

Overall idea is how do you reach the students and make them feel like your message is important to them?

- Last ADAP Marketing effort for Graduation in collaboration with Wellness and Health Promotion
  - Liz shared how a repeat of the event previously held by UPD and the Wellness and Health Promotion Peer Health Educators was going to be scheduled again for possibly May 1, 2019 from 12-pm to 4 pm out in the Plaza.
  - She shared Peer Health Educators will have a series of activities such as how to be an empowered bystander, understanding standard drink size, drinking and driving.
  - UPD will have simulations of being “pulled over” and showing them the process of when people get pulled over for drinking and driving.
  - They last did the event a few weeks ago and had to come indoors because of the rain. She reported they still had 40 participants for the event and are hoping to get larger participation if held out in the Plaza.
  - She wanted to open up the event to ADAP members for anyone who wanted to host a table, such as CAPS with Counseling information or resources, or anyone else who would like to be a part of this event and share any information in your expertise area and help contribute to these efforts of awareness and prevention.
  - Celinda agreed to send out an email to ADAP members and ask for their response by Friday, 4/26, in order to reserve a table and count them in as part of the larger event.

Announcements
  - Celinda announced she got support from Carole from AS and Laurie of Student Health Center regarding funding for flyer. The goal is to get the flyers out around school and get the tagline out.

V. Next meeting: Celinda announced another doodle poll will be sent out for the final meeting TBD
SJSU Alcohol and Drug Abuse Prevention Committee
Meeting Minutes
May 16, 2019
12 – 1 pm/ CAPS SWC 300 B

Present: Manuel Aguayo, Jason Amezcua, Carole Dowell, Nicole Dubus, Henderson Hill, Travis Mason, Celinda Miranda, Laurie Morgan, Liz Romero, Kim Tsai

I. Welcome and Introductions – Thank you lunch provided by Celinda for Committee members efforts and support all year long.

II. Past Meeting Minutes
   • Meeting minutes approved with no corrections made. Laurie questioned, as mentioned in minutes, as to whether or not May 1st collaborating event between UPD and WHP was ever held. Liz provided confirmation that event was not held. Liz stated that she was told Plaza would be booked that day but no event was really held which leaves question as to why her event was not able to receive approval for space.

III. Committee Charge/Committee work efforts
   • Committee discussed work to date on possible “Celebrating Responsibly” flyer from DBH Agency students.
     o Henderson identified that he did not propose spending money on hard copy of flyers. He stated to make 107 flyers there has to be a 2 weeks advance notice so Admin can approved the request and then distribution can occur to RA’s and distribution can occur to be put on 36 bulletin boards. There was also a question as to whether or not we would make flyer on 8.5 x 11 or 11x17 format size. He stated he could send the flyer to 430 student organizations via email and also place it on the Sammy App. He also stated he could place the flyer on the A-frames and Carole identified that Associated Students could provide the funding for this copying expenditure.
     o Nicole inquired as to whether or not magnets could also be made of flyers to distribute information in that manner instead of using monies for paper flyers. Idea was identified as good but possibly being done for future distribution.
     o Laurie identified they could also make copies and place on A-frames around high traffic areas.
     o Jason identified he could receive file and make copies of flyers and have them placed in Front Desks of dorms. He could also ensure it was sent out to RA’s for further distribution as well.
     o Carole identified Associated Students also has their own A-frames and digital screens where flyer can also be displayed. She stated if flyers were sent to her she could ensure copies were made.
     o Travis identified he still had reservations about present flyer format. He identified he did not want to send contradictory information and emphasize that abstinence could still be a manner in which to celebrate responsibly. He stated there were also some updated stats that Laurie had sent out from the 2018 NCHA Survey that 50% of students were shown to not have had alcohol in the last 30 days. Clarification was made that it was 26% who indicated they had never used.
     o Laurie indicated she could get flyers in a couple of days from the Print Shop and also get 15 posters to be put on the A-Frames.
     o Carole identified they had the capacity to do 11x17 flyers in her office and they could complete those today if need be. She stated again they have A-frames and could also get the posters made for those as well.
Discussion was held that if changes or updates were going to be made that all the updates needed to be made by tomorrow, Friday, at 12 noon so that distribution could occur to everyone. Travis was willing to take on that responsibility.

Henderson also offered that his office has the capability to make 11x17 posters and they could make 30 of them.

Liz provided more feedback that the MUST HELP acronym belongs to Aware, Awake, and Alive program and that using that acronym on the flyer may call for us to also add their logo on the flyer. She was willing to get clarification regarding that detail.

Discussion was held on whether or not access to the flyer made by the DBH Agency students was on Canva, Photoshop or Illustrator. Carole identified she does have access to a professional editor but she would need some time to give them this project to revise. Liz and Travis identified they could have time between today and tomorrow morning to create another flyer version if need be since the present version may also not be able to be enlarged. Discussion was held that getting the “raw files” would be most desired to allow for the necessary editing and enlarging to occur. Celinda identified that no further contact was had with the students and that their class seems to be finished and so therefore they are not returning any emails at this time. Celinda identified that contact was made with their Professor and that she could request to see if Professor could share the raw files. Carole, Liz and Travis were in agreement that they would continue looking at updating or re-creating the flyer and preparing the copies for distribution.

Co-Chair Suggestions

Celinda shared that our recommendation for the Co-Chairs to represent Academic Affairs and Student Affairs had been approved by the Senate on March 4, 2019.

It was noted that this committee could recommend who the Co-Chairs would be for the next calendar year but that the recommendations would still be approved by the Executive Senate Committee and the President. Discussion was held that Celinda’s appointment as Chair was coming to an end due to her other CAPS duties and because her appointment time was also drawing to end with this academic year.

The Committee did thank Celinda for her efforts in moving the committee forward in the various action items to date.

Liz identified that she had been Chair for three years and that Silka Higgins was her Co-Chair. She stated she didn’t get an actual letter of assignment until her third year she was chairing the Committee. Celinda identified she had was “voluntold” to be the Co-Chair the first year and received a letter of appointment and then became the Chair singularly the second year because Theodore Tsau changed positions and was no longer with Student Conduct and our chair/charge update was not finalized.

Celinda stated with the updated charge the term limits may be shorter although we could not confirm if it was for one year or not. Celinda agreed to get clarification on that.

Discussion was held as to who our Academic Affairs candidate could be from our committee since we have both Kim Tsai and Nicole Dubus. Kim stated feeling like she was “still new” since she was only nearing completing her second year. Henderson identified should the Provost be asked to inquire as to which Faculty may need an assignment for their dossier. After further discussion, Nicole Dubus was willing to accept our nomination that she be our recommendation to represent Faculty Affairs.

Discussion was then held that the person from Student Affairs could possibly come from a recommendation from the Executive Committee, Patrick Day, the Health Center or Counseling.
Henderson stated nomination could be delegated thru Patrick Day and the AVP’s if they put it out in the Student Affairs community as to who is interested and is eager to address the ADAP issues.

Laurie stated it would be advantageous to have someone at the AVP or VP levels so that ADAP can be included in the conversations that are occurring regarding Alcohol and Drug use on other campus committee or efforts.

- Academic Senate Updates – University Policy S19-5
  - Celinda shared with Committee that this was a good example of what Laurie was referring to where ADAP needed to be included more. Celinda shared that by chance in reading some information for Academic Senate she came across policy that was being updated and still needed approval from Academic Senate but was a policy that had expectations for ADAP that were never relayed or discussed with ADAP. This policy, “The Use and Abuse of Alcohol and Other Drugs,” is presently being updated by the Instruction and Student Affairs Committee. Celinda noted that she did send an inquiring email to the Chair, Laura Sullivan-Green, but received no answer. An email was also sent to outgoing President, Stef Frazier, and incoming President, Ravisha Mathur, about this existing gap in between these two committees.
  - She noted that ADAP was being expected to complete certain action items as well but without having any awareness of the expectations for reporting back as well.
  - Celinda noted that we did have two of our ADAP committee members, Henderson and Chelby, also sit on this committee but no cross referencing was ever done about the efforts in updating this policy by the Instruction and Student Affairs Committee.
  - Laurie stated ADAP’s function possibly should not include data collecting because there are already other departments that are collecting data, such as WHP with NCHA data and Everfi. Collecting data is not part of ADAP’s charge. She stated the Committee’s efforts should instead be about looking at trends and looking at the overall big picture and not doing research.
  - Celinda mentioned that she had been contacted by another new SJSU staff member, Nicole Morris, who was also going to be doing data collecting thru the Clery Act reporting requirements and that may be she should also be connecting with ADAP and/or this other ISA Committee to see what reporting requirements were being identified.
  - Manny of UPD stated they had “screened and veted” Nicole because she was also going to be having access to their confidential data to facilitate the reporting requirements for the Clery Act.
  - Travis was aware of these efforts and he stated there was going to be data gathering involving Housing, Title IX, Student Conduct, along with UPD data.
  - Henderson identified that the ISA Chair should have been the one communicating these expectations for ADAP to this Committee Chair so that further understanding and compliance could exist within the two committees.
  - Celinda identified no communication was ever held and that this was an action item for sure for the next two chairs and future ADAP Committee efforts.

- Announcements – No other major announcements were made – all agreed to do their part to get ADAP flyers finalized and distributed in their specific campus areas.

V. Next meeting: Will be scheduled in Fall by new assigned Chairs; this was last meeting of AY 2018-2019
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