

**BOARD OF REGENTS**  
**EASTERN MICHIGAN UNIVERSITY**

**RECOMMENDATION**

**MONTHLY REPORT & MINUTES**  
**STUDENT AFFAIRS COMMITTEE**

**ACTION REQUESTED**

It is recommended that the Student Affairs Committee Agenda for October 30, 2012 and the Minutes of September 18, 2012 be received and placed on file.

**STAFF SUMMARY**

The October 30, 2012 agenda for the Student Affairs Committee includes an update on the Student Affairs Advisory Council and Student Government priorities, and a report on the CORE National Alcohol and Drug Survey and the Student Alcohol Awareness Campaign.

In addition, the following announcements will be made: update on AATA bus and transportation issues; Homecoming 2012 highlights; October; Greek Opening Convocation; Latino Heritage Month and a preview of upcoming events.

**FISCAL IMPLICATIONS**

None

**ADMINISTRATIVE RECOMMENDATION**

The proposed action has been reviewed and is recommended for Board approval.

University Executive Officer  
Provost and Vice President

Date

Eastern Michigan University  
Board of Regents  
Student Affairs Committee

Tuesday, October 30, 2012  
10:00 a.m.

Room 201  
Welch Hall

Agenda

1. Approval of September 18, 2012 minutes Regent Fitzsimmons
  
2. Update on Student Affairs Advisory Council and Student Government priorities, including: Student Members  
of Student Affairs  
Advisory Council
  - Status of Students with Disabilities organization
  - Tuition Equity (DREAM Act)
  - Civic engagement efforts
  - AATA bus passes
  
3. Report on the CORE National Alcohol and Drug Survey and the Student Alcohol Awareness Campaign Eric Ward, Kathy Walz,  
Jeff Schulz and student  
representatives
  
4. Announcements, including: John Lumm  
Desmond Miller &  
Allison Barkel  
Oona Friedland  
Jessica Potter, Cherese  
Dafney, Muneeb Khan  
Brittany Galloway  
Melissa Ginotti
  - Update on AATA bus and transportation issues
  - Homecoming 2012 highlights
  
  - Outober
  - Greek Opening Convocation
  
  - Latino Heritage Month
  - Preview of upcoming events

Eastern Michigan University  
Board of Regents  
**Student Affairs Committee**  
Minutes of September 18, 2012

**MEMBERS PRESENT**

Regents: Beth Fitzsimmons, Floyd Clack

Administration: Reggie Barnes, Perry Francis, Melissa Ginotti, Glenna Frank Miller, Kim Schatzel

Students: Mallory Apel, Allison Barkel, Cherese Dafney, Oona Friedland, Brittany Galloway, Brittany Gross, Trevis Harrold, Muneeb Khan, Bryan Michalowski, Desmond Miller, R. Matthew Norfleet

**GUESTS**

Administration: (as signed in) Meredith Blaine, Liz Broughton, Marney Buss, Brian Fitzgerald, Mike Fox, Tara Lynn Fulton, Robert Goffeney, Ellen Gold, Gloria Hage, Bob Heighes, Jesus Hernandez, Erin Hunt-Carter, Rebecca Janes, Ann Klaes, Lisa Lauterbach, Kevin Lawson, Amanda Lefeld, Calvin McFarland, Adam Meyer, Lourdes Mir-Orange, Nicholas Rachowicz, Ann Richards, Melissa Rosenblum, B.J. Selfridge, Kyle Sutherland, Cynthia VanPelt, Kathy Walz, Eric Ward, Gretchen Ward, Casey Wooster, Kaitlin Zies

Students: Tashauna Culberson, Lacey Hoffman, Matthew Jones, Carly Miller, Myra Rawls, Ryan Shell

Regent Fitzsimmons convened the meeting at 9:59am. Minutes of June 19, 2012 were approved as presented.

**Introduction of SAAC Members**

Members of the Student Affairs Advisory Committee introduced themselves.

**Fall Start up Report**

Melissa Ginotti, director of Campus Life, Marney Buss, director of Residence Life, BJ Selfridge, coordinator of Admissions Visit Programs, Matthew Jones, student, and Tashauna Culberson, student, presented the 2012 Fall Start Up Report. Here are a few highlights:

- New financial aid procedures have been implemented which allow prospective students to know what the potential scholarship offer is earlier in the process.
- Improvements have been made to Fast Track.
- Most residence halls are at capacity, with housing contracts up by 330 overall.
- More than 440 volunteers helped with move-in on Saturday. More than 150 New Student Orientation Assistants helped during the four day orientation.

- Fusion: First Four Orientation was held for FTIACs, Transfer, International, Graduate, Honors College and Veteran students.

### **Student Government and Student Affairs Advisory Council Priorities**

Student Government has 13 priorities for the 2012-13 academic year. R. Matthew Norfleet and Desmond Miller shared the top three:

- 1) 24 hour access to a portion of Halle Library. This pilot program began on Sept. 10, 2012
- 2) Turbo Vote – which makes voter registration and absentee voting accessible
- 3) EMU Town Halls – which will provide a platform for student voices

The Student Affairs Advisory Council shared 2012-13 priorities. These include: Peer-to-Peer Book Exchange, Improved Wi-fi in the Residence Halls, Development of an Annual Event to Connect EMU and Ypsilanti, Winter Semester Student Activities Fair, Restructuring SAAC, Increasing Involvement of Transfer and Commuter students, Creating more Activities to Engage Students, Increasing Alumni Involvement, Beginning a Students with Disabilities Organization, and Implementing a Suicide Prevention Campaign. The SAAC will meet every other week to work on priorities. They will report on progress at the December 2012 meeting. This is not a concrete list – other items may be added.

Regent Fitzsimmons stated that she appreciates the Student Affairs Advisory Council and loves working with them. She believes that they have many great ideas.

### **Medical Amnesty**

Gloria Hage, general counsel, Jesus Hernandez, director of Student Conduct and Community Standards, and R. Matthew Norfleet, Student Government president, presented a power point related to a change to the Student Conduct Code – based on House Bill 4393. The change will address the current code and make it consistent with state law. This change is being implemented to encourage responsible decision making, and remove barriers to seeking medical attention when needed. If an EMU student is underage and receives medical attention for excessive drinking, they may apply for Medical Amnesty. Sanctions will be deferred and they must meet with a health officer. If all requirements are met, they will receive a formal reprimand. This is a one-time option. If there is a 2<sup>nd</sup> violation, the Student Conduct Code will apply.

A Medical Amnesty awareness campaign to share this information with the student body is being planned.

Jesus recognized audience members who were involved in working on the code revision.

Regent Fitzsimmons asked if this change also relates to drugs. Jesus said that it applies only to alcohol.

### **Announcements**

- Tara Lynn Fulton, dean of the Library, announced that EMU and U of M have entered into a reciprocal library borrowing agreement. This includes most of the U of M libraries (not the

medical or law library.) EMU students must go to Halle to authenticate their library card before borrowing books from U of M libraries. Tara handed out brochures and stated that information is available on the Halle Library website. Regent Fitzsimmons thanked Tara and the staff of both libraries for the work on this agreement.

- R. Matthew Norfleet announced that 445 EMU students have completed the registration process for TurboVote. Matthew thanked Leigh Greden, Desmond Miller, Jasmina Camo-Biogradlija and Campus Life for help with this initiative. Students may sign up for this service at [emich.turbovote.org](http://emich.turbovote.org).
- Reggie Barnes announced that September 15 – October 15 is Latino Heritage Month. There are many events scheduled for this time. Reggie also shared that L.I.V.E Welcome Week, designed to engage first generation college students, was a success. There will be a BBQueer on September 18 at Big Bob's Lake House. Reggie's goal is to work with leaders to draw attention to issues of diversity and inclusion. His desire is to be proactive, as opposed to reactive.
- Glenna Frank Miller announced that the SAAC voted to change undergraduate commencement regalia to dark green with EMU emblems on the lapels. The new regalia will be worn at the December 2012 commencement
- Provost Schatzel stated that she is honored to be part of the SAAC. She enjoys the interaction with students.
- Oona Friedland reminded everyone that the BBQueer is tonight. She also mentioned October – which is national coming out month.
- Glenna Frank Miller recognized the contributions that Cathie McClure and Teri Papp have made to the Student Affairs Advisory Committee (Student Leader Group) over the years.

The meeting adjourned at 10:44am.

Respectfully submitted,

Michele Rich  
Student Affairs Committee Recording Secretary

**I HAVE A VOICE**  
**ESTUDENT GOVERNMENT**

R. Matthew Norfleet  
Student Body President

Desmond Miller  
Student Body Vice-President

**2012 / 2013 Priorities**

Universal Restroom Access

SAAC Town hall Integration

No-Additional Cost Bus Passes

Community Meal Plans

24 hour Halle Library Lab

Departmental Advising

EMU DREAM Act Scholarship

Institutionalizing Voter Registration

Progressive Lighting Systems

EMU Tuition Rebate Incentive

University wide recycled paper initiative

Restructuring of Student Affairs Advisory Council

Student Conduct Reform via Medial Amnesty Implementation

## EMU Dream Act Fund

- What is the EMU Dream ACT?
- History of EMU Dream ACT
- EMU Foundation Board of Trustees approval
- Fund Vote to take place this February



## Civic Engagement Strategy

- Registration Numbers
- Engagement Programming
  - Ballot Forums
    - Candidate Forums
    - Plans for November 6<sup>th</sup>

BROUGHT TO YOU BY  
STUDENT GOVERNMENT



# AATA Bus Passes

- Platform Goal
- Student Government Poll Results
- University Update
- Results



Special Thanks



## Disability Student Organization

- Helping Hearts connects students who have temporary or permanent disabilities with students willing to assist them as necessary in traveling around campus.

## Disability Student Organization

- ***Helping Hearts***
  - *While we wait for approval....*
  - *Schedule/prepare for an information/training session for interested individuals*
  - *Complete student org handbook*
  - *Complete applications for both the volunteers of the org and those requesting service*
  - *Complete the waiver*
  - *Complete flyers for new student organization which will be posted around campus*

## Disability Student Organization

*Once Approved....*

- *Post flyers around campus about information/training session*
- *Prepare for information/training session...have session...get rolling!*



## CORE Alcohol and Drug Survey

- Developed to measure alcohol and other drug usage, attitudes, and perceptions among college students at two and four-year institutions.

## Demographics

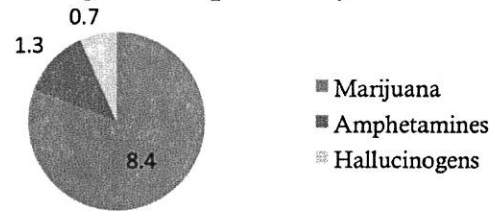
**2012**

- Distributed in February 2012
  - National survey instrument
  - Sample population of 7000
  - Increase in participation over 2010 CORE survey
- ❖ N=454
  - ❖ 61.9% Undergraduates
  - ❖ 38.1% Graduates or other
  - ❖ 68% Female
  - ❖ 32% Male

## Key Findings

Use of Illegal Drugs	2010	2012
Have used marijuana in the past year	34.1%	20.7%
Current marijuana users	20.4	8.4
Have used illegal drugs other than marijuana	12.2	6.7
Current illegal drug users other than marijuana	5.5	2.7

Most frequently reported illegal drugs used in past 30 days



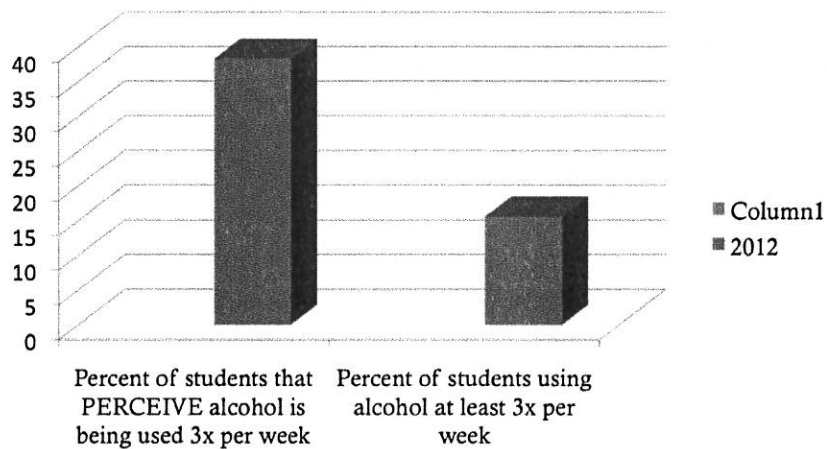
## Key Findings

Use of Alcohol	2010	2012
Have consumed alcohol in past year	86.7%	87.5%
Have consumed alcohol in past 30 days	72.0	73.4
Have consumed alcohol in past 30 days (underage)	56.7	57.9
Have binged in the previous two weeks	33.5	30.2

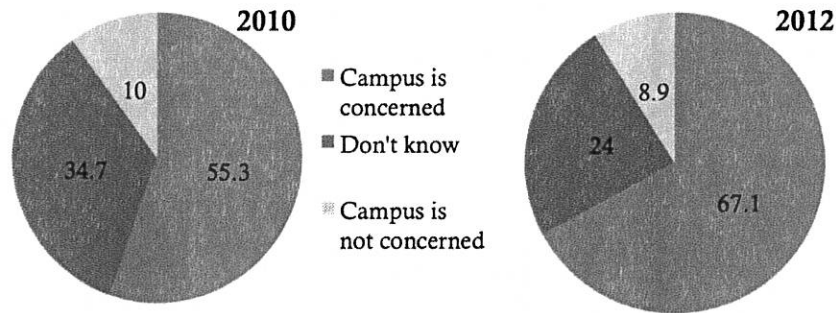
## Overall Substance Use 2012

	Lifetime Prevalence	Annual Prevalence	30-Day Prevalence	3X/Week or more
Tobacco	55.3%	28.9%	17.6%	12%
Alcohol	94.9	87.5	73.4	18.5
Marijuana	52.1	20.7	8.4	5.3
Amphetamines	13.8	3.1	1.3	1.6
Hallucinogens	9.8	1.8	---	---

## Student Perceptions



## Opinions: Campus is concerned about prevention of drug and alcohol use



## Conclusions

## Social Norms Collaborative Campaign



### Social Norms Campaign Goal:

- To reduce high-risk drinking of freshman students at EMU by fostering normative attitudes regarding alcohol use among first year students.

## Objectives

- Collaborate with Academic Affairs and the School of Health Promotion and Human Performance (HPHP) to design, conduct, and evaluate a social-norms campaign
- Increase awareness of CORE and NCHA data by purchasing “real-time” I-clickers to provide interactive learning

## Time Frame

- Winter Semester 2012 – students design social norms campaign specific to EMU freshman  
Purchase “real time” I-clickers to help in the dissemination of our NCHA and CORE data
- Spring/Summer 2012 – Print social norms media
- August 2012 – Implement
- September 2012 – Evaluate



## Collaboration

- Dr. Jeff Schultz's HLED 490-Drug Use and Abuse class
- Social Norms Assignment:  
*Students will work with the Snow Health Center to develop a social norms campaign addressing binge drinking on the EMU campus.*

## Class Expectations

- Share current data specific to EMU and define/discuss what a social norms campaign is
- Review data and highlight key statistics
- Identify themes representing EMU

## Theme

- Wanted an overall theme with a “spokesperson” or identifiable icon on each poster specific to EMU

SWOOP!

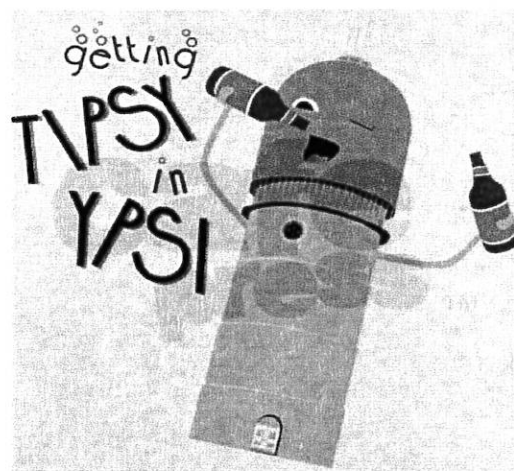
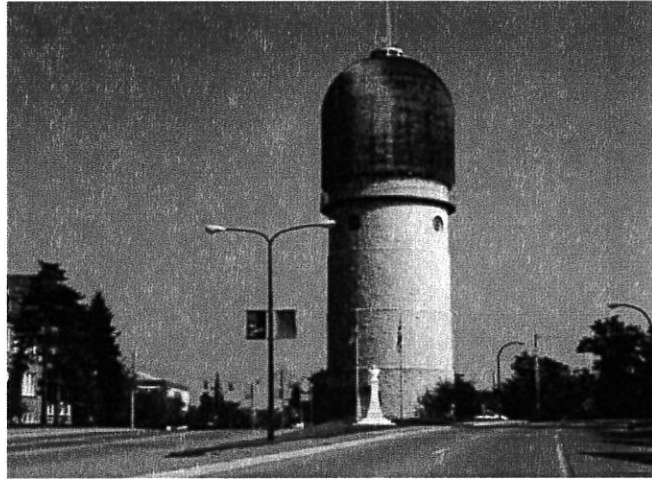


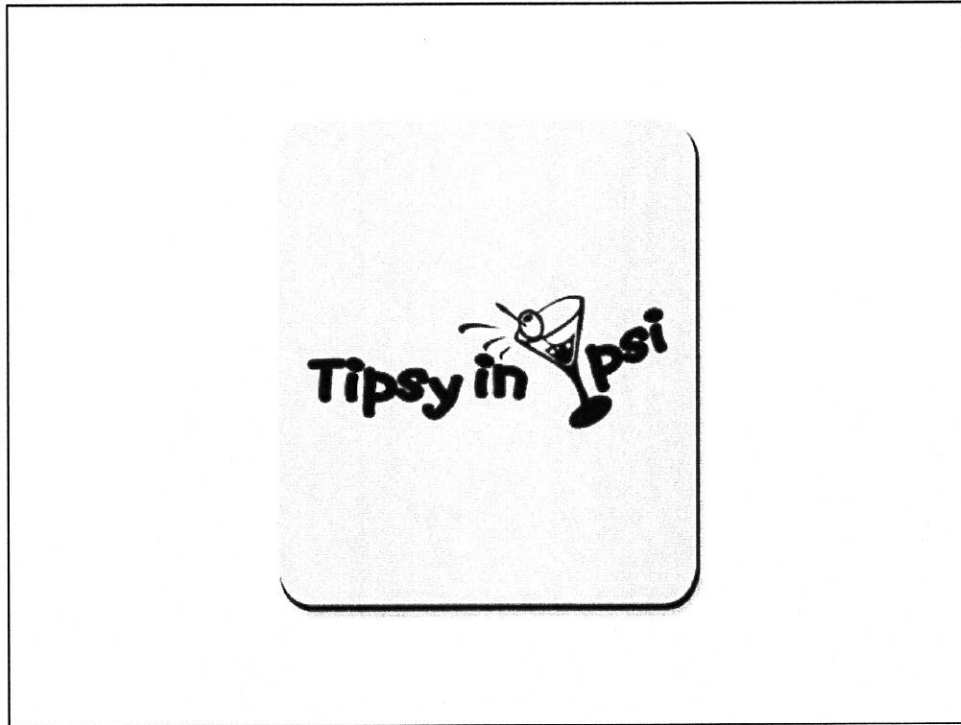
TRUEMU

**TRUEMU.™**

Squirrels







**FLIP THE TIPSY  
IN YPSI!!!**

**Flip<sup>the</sup> Tippy in Ypsi**

**85%**  
of EMU Students

don't let alcohol  
affect their education

**0 1 3**  
Alcohol, Drink one or two with the meal. The more you drink, the more you risk. Don't drink and drive.

**The Wellness Center**  
1200 University Ave. • 517.487.2222

**Prevention Network**  
1200 University Ave. • 517.487.2222

**Flip<sup>the</sup> Tippy in Ypsi**

**72%**  
of EMU Students  
are aware of campus  
alcohol policies

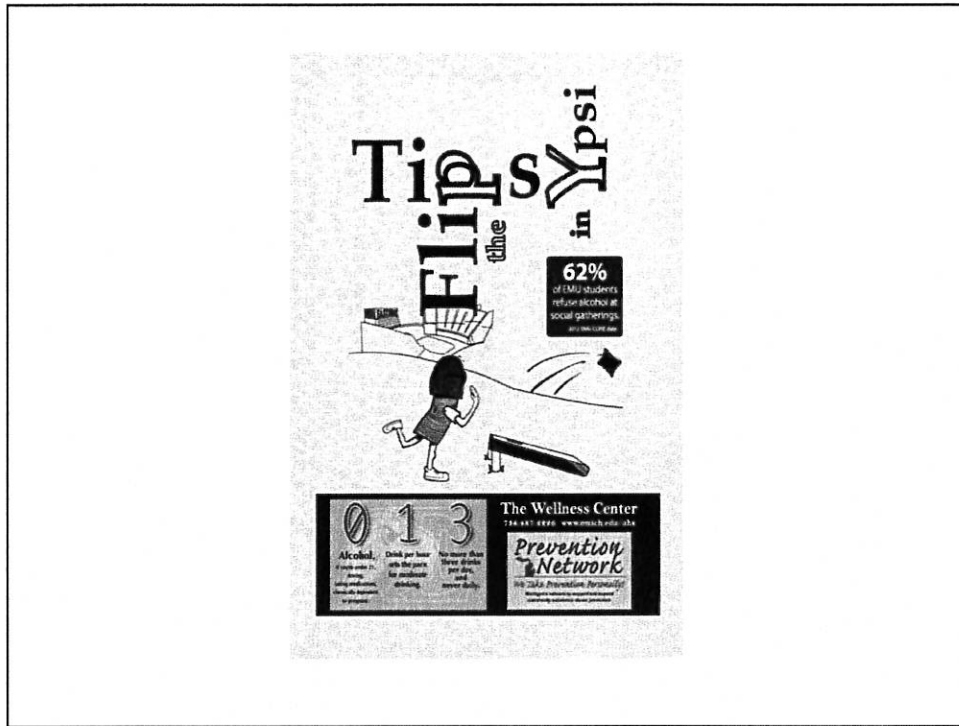
**EMU Alcohol Policy**

**EMU Student Handbook**

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## Outcome:

- To change the “perception” and reality about how much students drink on campus
- Supported by our CORE data

## Thank you to:

- Students who helped with this project – it would not have happened without them
- School of Health Promotion and Human Performance (HPHP)

