



The newsletter of the
NU Directions
Campus-Community
Coalition

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NU Directions
Student Involvement
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Lincoln

Workgroups create new plans for continued change

Bolstered by the significant changes that have been documented from its first five years of work, the NU Directions coalition is spending much of the 2003 - 2004 academic year creating a strategic plan to chart the future for environmental change in Lincoln and at UNL.

With the awarding of a second Robert Wood Johnson Foundation grant to extend the work of the coalition by four more years, the coalition selected four of its seven goal areas to focus on in this academic year (see side panel, right). Three workgroups -- Community Environment, Campus Environment, and Greek Re-Evolution, have met since September to identify the issues and objectives for each of the first four goal areas.

Drinking and Driving was incorporated into the Community Environment Workgroup, as many of the issues surrounding the goal will involve members of that committee.

The Greek Re-Evolution Steering Committee is comprised of many NU Directions coalition members and staff. The committee oversees a special grant from the United States Department of Education designed to address high-risk drinking among the Greek-affiliated student population.

Goal Areas for NU Directions 2004- 2007

1. Address alcohol environment issues on campus*.
2. Address alcohol environment issues in the community*.
3. Reduce drinking and driving among UNL students*.
4. Reduce high-risk drinking among Greek-affiliated students*.
5. Reduce high-risk drinking among specific non-Greek student populations.
6. Reduce the high-risk drinking associated with traditions, rituals, and celebrations.
7. Create a state-wide coalition of campus-community environmental efforts in Nebraska.

* - Focus area for 2003 - 2004

Workgroups will continue to meet throughout the remainder of the academic year in order to produce a set of specific, measurable objectives and activities for each goal.

The main goal of the coalition, to reduce high-risk drinking among UNL students, remains the primary thrust of the coalition's work. Data from the 2003 Harvard College Alcohol Study confirmed a continued reduction in the percentage of UNL students who "binge" drink as well as students who report facing primary and secondary harms due to alcohol consumption.

Pilot Chapter leaders and alums gather to create “Deep Change”

Deep change requires an evaluation of the ideologies behind the organizational culture. This process happens only when someone cares enough to exercise the courage to uncover the issues no one dares to recognize or confront. It means someone must be enormously secure and courageous. Culture change starts with personal change.

Robert Quinn, Deep Change, p. 103

among chapters, who created their houses as they wanted them to be seen by the larger community into a neighborhood of Greek chapters that would be valued by the entire university.

For many attending the workshop, the discussions enabled reflection on the original values and standards created by chapter founders and a chance to compare issues with other chapters. Leaders left with plenty to ponder, and a direction for future change.

Committee members included Dr. Deb Mullen, Vicki Highstreet, Ryan Wilkins, Amber Burgess, Anna Swedlund, and Sarah Weissinger.

The workshop was followed by a presentation on financial development led by Pennington & Company and Treanor Architects, who discussed ways in which fraternity and sorority chapters can develop stronger alumni relationships and financial resources. Under the grant, chapters can receive up to \$500.00 in consulting services to assist in any aspect of chapter development.

The executive councils and alumni of seven pilot chapters came together on the weekend of January 10th and 11th for a workshop on “Deep Change” as the first part of the Greek Re-evolution process. Dr. Kris Baack, the Assistant Director of Student Involvement for Leadership Development, led a committee of students, faculty and staff who adapted the book by Robert Quinn into a workshop for Greek leaders. For two days, participants explored the “slow death” process for the UNL Greek system, and how they as leaders could change the culture of their chapters by examining their own values, attitudes, and commitments to the Greek system.

Guided by a series of group discussions, the chapter leaders reviewed the “ideal” fraternity and sorority, and identified places where chapters had strayed from those ideals. Committee members also facilitated full group discussions which reviewed the major concepts behind Quinn’s theory of change, and made applications to their individual chapters. Common discoveries were shared



Members of Beta Theta Pi fraternity discuss their chapter’s strengths and weaknesses in the “house-building” activity of the Deep Change workshop.

Jane Reynolds brings experience and passion to the NU Directions project

Jane Reynolds has joined the staff of the NU Directions campus-community coalition as the Project Administrator responsible for coordinating meetings, conferences, and other project activities.

Jane has over fifteen years of experience in Substance Abuse Prevention and Treatment. She served as the Director of Training for the Nebraska Council to Prevent Alcohol and Drug Abuse, designing and implementing training for prevention specialists throughout the state. She also served as the Program Director for Operations of Christus House Adolescent Treatment Facility through Catholic Charities. For the past year, Jane has been the Interim Executive Director of the Asian Community and Cul-

tural Center, a non-profit community center serving the Asian community of Lincoln and Lancaster County.

As a full time staff member, Jane will provide a needed consistency for ongoing communication with coalition members, workgroups, and ad hoc committees. In an effort to integrate the coalition into the university infrastructure, Linda Major and Tom Workman have combined their coalition duties with responsibilities within Student Involvement. Currently, Linda Major, the Director of Student Involvement, serves 25% of her time as the Project Director of the coalition, and Tom Workman, Assistant Director of Student Involvement, Information Strategies, serves 35% on coalition efforts.

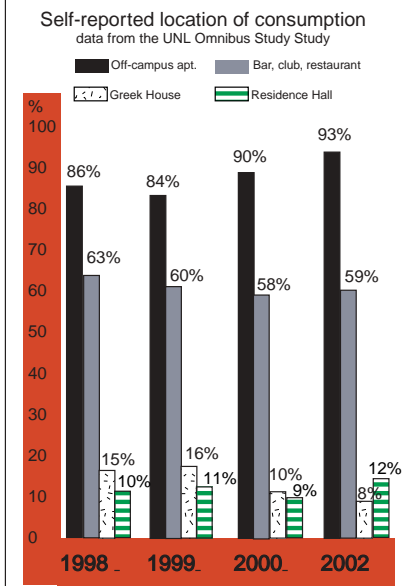
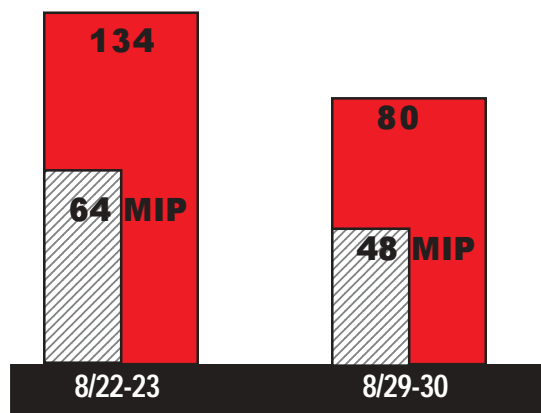


Jane Reynolds,
Project Administrator

"If we as a neighborhood do not speak up and let the rest of the city, UNL, and landlords know what's going on and request help, we're going to continue to be victims. We need to speak up, and when we do we need to be thanking those who are trying curtail these activities. The service and conduct of the dispatch crew and the officers was commendable and should be recognized. I think the proactive stance taken by Chief Casady and his officers is exactly what's needed. I know many of our fellow residents are afraid to speak up for fear of retaliation. Be aware, there are those who live in neighborhoods that would not tolerate these activities, saying the police are being too strict. They say they're going too far and unduly picking on college students. A drunk on the road is dangerous not matter what age. There's no difference between 50 year old Joe Blow driving home from the local bar and these young people who are "just doing what kid's do."

Ed Caudill, North Bottoms Neighborhood Association, in letter to association residents

**Citations by LPD Wild Party Patrol
August, 2003**



The highly publicized "Party Patrol" has only increased the cat-and-mouse game of drunken partygoers skirting across town. Politicians rave the increased number of tickets issued for DUI and MIP are proof of "safer neighborhoods" as they rake in on the endless court fees and fines and send out more and more undercover police to crack down on parties. Have the youth of this country sunk to a new low? Are we really a society of selfish boozehounds who terrorize the neighborhoods during the witching hour, striking fear into the good citizens of this country? The answer is no. We are no different from any other generation of carefree youths ready to live life to the fullest in the few years of freedom we have before we enter into the adult world of 9-to-5 jobs and a spouse and kids.

Richie Brown, Opinion Column, The Daily Nebraskan

issue forum

off-campus parties

Editors note: In each Update, we'll try to share the broad perspectives surrounding an issue being addressed by the coalition. The goal is to introduce the relevant opinions and statistics that make up the issue.

Student feedback forum created

Student voices have always been a critical component to the NU Directions coalition. Since its inception in 1998, the coalition -- including a student staff member assigned as the Student Coordinator -- have employed several models to involve students in the process. A Student Advisory Council remained active from 1998 until 2000. Ad hoc student teams have worked on a variety of projects and have served on various coalition workgroups, bringing the student perspective to important discussions on environmental change. The student voice has also been heard via academic classes who use the coalition as a client to serve in class projects. Currently, several students are members of the coalition or its workgroups, representing a variety of constituencies including

athletes, Greek students, off-campus residents, and ASUN Student Government.

Now, a new model has emerged for student involvement in the ongoing work of the coalition. A "student feedback forum" is being assembled will meet monthly to get student feedback on coalition activities and decisions and to serve as an open forum to raise student issues regarding alcohol. Led by coalition student member Doug Franz, the forums will have invited student representatives from all arenas of the campus, as well as an open invitation to any student interested in attending. The first forum is scheduled for late February.

students

awards
honors
publications

Project Director Linda Major wins APHA College Leadership Award

Linda Major, Director of Student Involvement and Project Director of the NU Directions Campus-Community Coalition at the University of Nebraska-Lincoln was awarded the 2003 College-Based Leadership Award from the American Public Health Association (APHA) at their 131st Annual Meeting, held this year in San Francisco on November 18.

The award is given each year by the APHA to honor individuals who demonstrate outstanding efforts in college-based campaigns to reduce alcohol, tobacco or other drug use among college-age students. APHA is the oldest and largest organization of public health professionals in the world, representing more than 50,000 members from over 50 occupations of public health. The recipient of the College-Based Leadership Award is chosen from peers in APHA's Alcohol, Tobacco and Other Drug section.

At the ceremony, Major was acknowledged as "a model of how to meld research, scientific knowledge and advocacy practice to form an extremely sophisticated effort to reduce alcohol problems at her campus, in the surrounding city and now, statewide."

Project Director of the NU Directions coalition since 1998, Major has worked on community alcohol issues for the past 20 years and was a founding member of Lincoln's Responsible Hospitality Council. More recently, she spearheaded the creation of a web-based server-seller training program for the state of Nebraska that is being adopted by several other states.

Richard Yoast, Director of the American Medical Association's "A Matter of Degree" Program, stated at the awards ceremony that Major had "a long list of amazing achievements" adding, "Linda has no limitations on what she thinks can be changed."



Linda Major,
Project Director



James V. Griesen,
Coalition co-Chair

Coalition Co-Chair James V. Griesen wins NASPA Outstanding Dean Award

James V. Griesen, Vice-Chancellor for Student Affairs and co-chair of the NU Directions Coalition, was honored at the recent NASPA IV-West Regional Conference with the James J. Rhatigan Outstanding Dean Award on November 6, 2003 in Sante Fe, New Mexico. He was also named the Regional Nominee for the Scott Goodnight Award, awarded at the NASPA national conference this March in Denver.

Dr. Griesen was honored for his many initiatives to improve the quality of life for the students of the University of Nebraska-Lincoln.

Web-based Server-Seller Training wins OJJDP award

The web-based server-seller training program created by NU Directions through a grant from the Nebraska Office of Highway Safety and the Liquor Control Commission was recognized by the Center for Enforcing Underage Drinking Laws "for innovation and perseverance in reducing underage drinking" at the OJJDP National Conference this past spring in Atlanta. Coalition member Fred Zwonecheck accepted the award on behalf of the coalition and the Office of Highway Safety.

NU Directions featured in AMA Case Study

A new publication featuring four case studies from A Matter of Degree schools involved in the Advocacy Initiative was published this past fall. The document, available through the American Medical Association, features the NU Directions coalition and their advocacy work, including the effort to assist in passing legislation for a new digital driver's license. The case studies were written by The Silver Gate Group, who interviewed coalition members in 2001 and 2002.

You may get a call: Anne Hoffman, a Ph.D. student from Wisconsin is interviewing coalition members in March. Any help you can give her is appreciated!

nu DIRECTIONS

Reducing high-risk drinking... together.

Student Involvement
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