

Bellingham-Western Washington University Campus Community Coalition

Friday, May 20, 2005
Fairhaven College Courtyard
Western Washington University

Meeting Minutes

Present:

Alanna Ahern, WWU Associated Students
Annie Garvey, WWU Student
April Markiewicz, Samish Neighborhood Assn.
Barbara Brandt, South Hill Neighborhood Assn.
Barney Goltz, Cornwall Neighborhood Assn.
Beth Fryback, Samish Neighborhood Assn.
Brian Tines, The Royal/ Fairhaven Pub & Martini Bar
Brian Waller, The Beaver Inn
Buff Schoenfeld, WWU President's Office
Carmen Oury, WWU Student
Chris Neumann, WWU Student/Happy Valley Neighborhood Assn.
Christine Burkhart, Bellingham Police Department
Dale Monroe, Puget Neighborhood Assn.
Dave Newell, WWU Center for Service Learning
Debbie Kent, Whatcom County Sheriff's Office
Dick Conoboy, Samish Neighborhood
Elizabeth Allen, Happy Valley Neighborhood Assn.
Elva Giddings, WWU Prevention and Wellness Services
Erwin Lloyd, Rental Property owner
Frank Ward, Rental Property Owner
Jim DeGolier, STAR Task Force
Katherine Carpenter, WWU Parent
Kathryn Hanowell, City of Bellingham Mayors Office
Kent Nelson, Ace Distributors
Kevin Majkut, WWU Viking Union Student Activities
Kristi Lovick Coy, CLX Rentals
Kunle Ojikutu, WWU Office of Student Affairs
Kurt Dunbar, Puget Neighborhood Assn.
Lidia Tillman-McAdoo, Property Owner
Lara Welker, CCC Coordinator
Lisa Friend, RESources for Sustainable Communities
Maggie Hanson, NW Rental Owners Association
Margaret Vlahos, Whatcom Community College
Marie Sather, WWU Campus Recreation
Mark Young, Bellingham Police Dept.
Matthew Wood, WWU Associated Students
Melissa Locke, Bellingham Police Department
Michael Schardein, WWU Office of Student Life
Michael Sledge, WWU Residence Life
Moonwater, Whatcom Dispute Resolution Center
Pat Fabiano, WWU Prevention and Wellness Services
Patty Relay, Western Gallery/ World Famous Up & Up
Paul Cocke, WWU Office of University Communications
Peter Rosenberg, WWU Residence Life
Qy-Ana Manning, WWU new Student Services
Rachel Zommick, WWU Associated Students
Randy Carroll, Bellingham Police Department
Renee Collins, WWU Office of Student Affairs
Richard Maneval, Roosevelt Neighborhood Assn.
Sarah Rankin, WWU Prevention and Wellness Services
Sheri Emerson, Sehome Neighborhood
Susan Vogelsson, WWU Dining Services
Susan Adams, CCC Coalition Student Activities Coordinator
Tom Dixon, WA. State Liquor Control Board
Trudy Shuravloff, Roosevelt Neighborhood Assn.
Van Hudson, NW Rental Owners Association
Vanessa Melton, WWU Alumna

Welcome and Introductions

Pat Fabiano welcomed the group and members introduced themselves. Pat recognized Susan Adams, who has joined the CCC staff since the last quarterly meeting. She also extended a special welcome to first time attendees: Moonwater from the Whatcom County Dispute Resolution Center, Kathryn Hanowell from the City of Bellingham Mayor's Office, Lisa Friend from RE Sources, Susan Vogelsson from WWU Dining Services, and Trudy Shuravloff, new Vice President of the Roosevelt Neighborhood Association.

Appreciation of Graduating Student Members

Pat and Lara expressed their gratitude to the Coalition's student members who will be graduating and presented certificates of appreciation to those who were present. Many thanks and congratulations to Rachel Zommick (Associated Students President), Matthew Wood (Associated Students Vice President for Activities), Annie Garvey, Carmen Oury, Christopher Runyan, Eleana Gould, Nate Porter, Jenny Phalen, and Robert Black.

Update on CCC Activities

[Please see the corresponding handout "CCC Activities/NEST Projects and Work Groups."]

Pat reviewed the three areas of Coalition activity: Neighborhoods Engaging with Students, or the NEST Project, Enforcement, and Late Night Activities on campus. She emphasized that all the projects are intended to have an impact on the environment in which students live, as opposed to working with students on an individual basis.

Lara Welker gave a brief update on the NEST Project. She stated that York, Sehome and Happy Valley have been selected as "pilot neighborhoods," based on the fact that they have very high numbers of student residents and the greatest number of calls to 911 reporting loud parties. The Coalition's projects will be concentrated in these three neighborhoods.

Off-Campus U online course: The course content is currently being compiled and reviewed. Susan Adams and Maggie Feeney will be conducting a student focus group to get students' input on course content and format.

Conflict Resolution Program: A meeting was held with the Whatcom Dispute Resolution Center, and there is interest in working with the Coalition to provide mediation training and help determine how the mediation teams would work in the neighborhoods following the training.

The York Neighborhood Pilot Project: This weekend's park clean-up in the York neighborhood will be the first service project to which the City Attorney's Office is referring "offenders." The pilot in the York neighborhood will continue through Spring and Summer quarters, and then be evaluated.

Lara added the Neighborhood and Case Study work groups recently met together and decided to restructure into three work groups that focus on specific NEST projects: Off-Campus U, Conflict Resolution, and Neighborhood Service work groups. She invited anyone interested in joining these work groups to sign up on the sheet located on the registration table or contact her by phone or email.

Telling the Campus Community Coalition Story

Pat stated that few people know about the Coalition or what it does. We need to "tell the Coalition's story," both in order to increase the community's awareness of the Coalition, and in order to "turn up the volume" on its activities and intensify the interventions themselves. Telling the story is especially important now because the Coalition's interventions will be starting in the Fall.

Pat stated that the rest of the meeting would be dedicated to working in small groups to gather members' ideas regarding messages that would communicate the Coalition's work to specific groups. She explained that messages are short statements that communicate a key concept to an intended audience. She gave several examples, such as "Click it or Ticket" or a more emotional message,

“Friends don’t let friends drive drunk.” She stated that messages can be effective to increase knowledge, influence perceptions, or motivate action, especially when they combine with the messages of related efforts. She noted that messages by themselves are not enough to create change, but they can amplify the important activity that is happening.

Lara explained that each group was assigned a project area (NEST, Enforcement, or Late Night at WWU) and a specific audience to consider (e.g. WWU students, non-student neighbors, etc.). Each group would discuss and decide on a perception or misconception that audience might have in relation to the project area, and a message that would address the perception or misconception.

The results of the groups’ discussions are presented in the chart on page 4.

Additional comments and discussion:

- Alanna Ahern stressed that Western students are not the only people who drink irresponsibly. There are other college students and high schools students in town, as well as non-students.
- Several people noted that the name “Campus Community Coalition” does not seem to include the larger Bellingham community. Buff Schoenfeld suggested changing the name to “Campus **and** Community Coalition”.
- Tom Dixon showed a stack of fake and borrowed ID’s that had been recently confiscated at the Royal. Dale Monroe wondered how many were from Western students.
- Pat remarked that members had many great ideas related to Coalition communications, and that input into developing a communications plan would be very welcome and appreciated.

Lara thanked Coalition members for their participation and good work.

Small Group Activity: Telling the Campus Community Coalition Story

| Project Area & Audience | Perception or misconception | Message to enhance positive perceptions and change misconceptions |
|---|--|---|
| NEST & WWU students. | Don't "feel" like a neighbor. | You ARE Welcome!!! |
| NEST & non-student neighbors | Students are disconnected from their neighborhoods. | Student neighbors/good neighbors. Our community is your community. |
| Enforcement & WWU students. | Cops out to get us! Don't you [cops] have anything better to do? | Who is to blame? Picture: reflection in mirror of a student with beer in one hand and MIP [minor in possession of alcohol citation] in the other. |
| Enforcement & owners and staff of establishments that sell alcohol. | Most students drink alcohol responsibly. Students don't realize they put the establishment in jeopardy when they use a fake/borrowed ID. | Be real, Be yourself. Fake ID is a bad ID. Got community service? |
| Enforcement & non-student neighbors. | NO ONE CARES: WWU, landlords, alcohol retailers and Bellingham Police are apathetic toward underage drinking. | Bellingham: A sharing and caring community partnership against underage drinking. |
| Late Night @ WWU & WWU students. | On campus late night activities are lame. | Overcome boredom: Live, laugh, linger, love, learn, listen, levitate ...Late Night! |
| Late Night @ WWU & WWU staff faculty, and administrators. | A series of detracting misconceptions such as: Not about me; impersonal Someone else's responsibility Misuse of institutional funds Distracting from academic mission More work for underpaid, overworked, stressed employees Not cool; boring | By encouraging broad university support, late night activities will contribute to positive campus community, academic success, increased retention and overall student and staff satisfaction. Misuse and Distraction? No! Student and staff satisfaction! Need marketing, buzz word, acronym |
| Campus Community Coalition & general community. | The community does not know the CCC exists, and if they do, they don't believe it involves them. | Getting intoxicated with citizenship...neighborhood values...it's a buzz. |