

Campus Community Coalition

Thursday, May 21, 2009
Fairhaven College Chart Meeting Room
Western Washington University

Attending:

Adrienne Battis, Whatcom Family and Community Network
Anna Carey, WWU New Student Services
Barbara Hudson, NW Rental Owners Association
Bill Slodysko, Bellingham Police Department
Brian Waller, The Beaver Inn
Cal Scheidegger, Northwest Indian College
Carol Berry, WWU Sustainable Transportation
Chris Berry, Shalom Center
David Garcia, WWU Police Department
Dick Conoboy, Samish Neighborhood Association
Ben Wurtz, WWU Associated Students (2008-2009)
Don Keenan, Sehome Neighborhood Association
Eileen Coughlin, WWU Student Affairs
Elliott Hindman, Viking Community Builders/WWU student
Elva Giddings, WWU Prevention & Wellness Services
Erik Lowe, WWU Associated Students (2008-2009)
Jake Lunden, WWU Associated Students Legal Information Center
Jim Schuster, WWU Viking Union/Student Activities
Joe Fuller, Whatcom County Health Department
Kat Dearborn, Bellingham Police Department
Kunle Ojikutu, WWU Student Affairs
Lara Welker, Campus Community Coalition
Lidia Tillman-McAdoo, Rental Property Owner
Linda Stewart, City of Bellingham Mayor's Office

Lisa Rosenberg, WWU Student Activities
Louise Bjornson, Bellingham City Council
Maggie Feeney, WWU Prevention and Wellness Services
Malcolm Oliver, Bellingham Technical College
Margaret Vlahos, Whatcom Community College
Marie Sather, WWU Campus Recreation Services
Mary Gamache, WWU Prevention & Wellness Services
Matt Jarrell, WWU Associated Students (2009-2010)
Matt Osborne, Viking Community Builders/WWU student
Matt Tombaugh, WWU University Residences
Michael Pond, WWU Associated Students (2009-2010)
Michael Schardein, WWU Student Life
Morgan Holmgren, WWU Associated Students (2009-2010)
Renée Collins, WWU Student Life
Richard Maneval, Association of Bellingham Neighborhoods
Sherry Burkey, WWU University Relations
Sheryl Davis, Fairhaven Neighbors Association
Steve Swan, WWU University Relations
Ted Pratt, WWU Student Affairs
Van Hudson, NW Rental Owners Association

Welcome, introductions and acknowledgements

Lara welcomed Coalition members to the spring meeting. She noted that it has been a period of some transition for the Coalition, so it's time to come together again and share updates.

Coalition members introduced themselves, and Lara welcomed members who were attending their first Coalition meeting: Steve Swan, Vice President for University Relations at Western Washington University; Sherry Burkey, Associate Vice President for University Relations; Carol Berry, from Western's Sustainable Transportation program; Matt Tombaugh from Residence Life; Matt Osborne and Elliott Hindman, co-presidents of the Viking Community Builders Club; Matt Jarrell, President of Western's Associated Students for 09-10; Morgan Holmgren, new AS Vice President for Legislative Affairs; Mike Pond, new AS Vice President for Student Life; Cal Scheidegger from Northwest Indian College, and Officer Kat Dearborn, Bellingham Police Department.

Lara also recognized student Coalition members who are graduating: Erik Lowe, Ben Wurtz, Jake Lunden, and Elliott Hindman. She thanked them for their contributions and presented them with certificates of appreciation.

Campus Community Coalition—the next decade

Lara observed that the Coalition is celebrating the completion of its first decade, and that it is in a strong position as it moves into the next decade. Several significant changes over the last year have strengthened the Coalition for its “next chapter.” First, Western Washington University allocated funding to the Coalition on an ongoing basis, indicating its strong commitment. Second, some revisions to the mission were made in response to member feedback regarding the scope of the Coalition. Third, Western’s Office of University Relations, with the new leadership of Vice President Steve Swan is fostering increased partnership and cooperation between Western and the community. These changes all support the Coalition as it continues, expands, and improves its work.

Steve Swan greeted Coalition members, observing that there is an exceptional spirit of community at Western and in Bellingham, and that it is great to be a part of it. He emphasized that the Coalition is very important to the university, and noted that despite all the budget constraints, Western’s funding for the Coalition was not cut. He stated that building relationships with the neighborhoods and the community will continue to be a priority for the Office of University Relations. Sherry Burkey will be working closely with Lara and the Coalition, and Jane Vroman will serve as the WWU representative to the Mayor’s Neighborhood Advisory Commission. Steve encouraged Coalition members to contact him with any questions or comments they may have.

Linda Stewart updated on the work of the Steering Committee, and Lara acknowledged and thanked committee members for their work: Erik Lowe, President of Western’s Associated Students; Dave Doll, Deputy Chief of Bellingham Police; Randy Stegmeier, Chief of University Police; Renée Collins, Associate Dean of Students at Western; Gayle Shipley, Director of Environmental Health and Safety at Western; Kunle Ojikutu, Assistant VP for student affairs at Western, Trish Onion, VP for Student Services at Whatcom Community College; Linda Stewart, Neighborhood Services Coordinator at the Mayor’s Office; and Brian Waller, owner of the Beaver Inn.

Linda thanked Lara for her work with the Steering Committee. She observed that the transition away from being grant funded seemed like an opportune time to review the Coalition’s focus. She reviewed the revised mission, new core values, and goals (see handout “*CCC Mission, Values, and Goals*”) developed by the Steering Committee with input from members at the October 2008 Coalition meeting. The phrase regarding “student alcohol misuse” was removed from the mission; while this is still very an important issue for the Coalition the intent was to broaden its scope.

Don Keenan asked about the time frame for the goals, and Lara stated that two-year action plans will be developed. She invited all members to participate in upcoming planning meetings to give input into specific projects to include in the action plans.

Barbara Hudson noted that in the past there was a strong emphasis on loud parties, and wondered if that was still a priority. Lara responded that party-related noise is one aspect of the goal “reduce problems related to alcohol and other drugs.”

Coalition Project Updates

Brian Waller gave an update on the Hospitality Resource Alliance (HRA). He reported that the HRA, which brings together law enforcement and bar owners/staff, is working on a customer education campaign to decrease alcohol-related problems in downtown bars. A WWU public relations class created campaign plans focused on the target audience of 21-25 year old bar customers and came up with strategies and tactics to reach this audience. The HRA is using the best ideas as part of its campaign, which will be launched in fall 2009. One specific tactic will be having a "Hospitality Resource Alliance (HRA) Night" where staff in downtown bars will wear campaign T-shirts as a low-key way to educate customers.

Barbara Hudson asked for a specific example of what the campaign would encourage people to do; Brian responded that the main message is, "Come out and have fun, but be respectful."

Richard Maneval asked about involving students in the process, and Brian stated that students developed the plans; however, no students are participating in the HRA on an ongoing basis.

Brian commented that as a bar owner, it is incredibly valuable to have the HRA as a venue to interact with law enforcement, where everyone can sit around the table and discuss issues that are happening downtown, ask questions and get information. It helps run the businesses effectively, and it eliminates the "us and them" mentality.

Lara said that the Hospitality Resource Alliance meets on the first Tuesday of the month at 1:00 PM in the Municipal Court fireplace room, and that the meetings open to anyone who would like to participate.

Elliott Hindman shared the highlights of the Viking Community Builders club. He and Matt Osborne formed the club last year after participating in the Coalition's Let's Talk forums. They decided it would be good to have a way for students to work on some of the issues that were brought up in the forums, so they recruited members, formed a club, and have met every week throughout the year. They organized a neighborhood litter pick-up in the fall and created a permanent bulletin board display in the Viking Union with a map of Bellingham's neighborhoods and neighborhood association information.

Don Keenan noted that Elliott also serviced on the Sehome Neighborhood Association board and brought a great perspective and dynamism to the group

Brian Waller asked Elliott if the club would continue after the founding members graduate. Elliott replied that there were students who would be continuing with the group, and Lara acknowledged Matt Osborne, who will continue to be involved.

Lara announced that there were three neighborhood Let's Talk Forums in the fall, and one large one on campus in March. This quarter a similar event called, "The PD and Me" is being organized by students for May 27th, so she is partnering with them on getting that.

(Please see accompanying handout *Coalition Update 5.21.09*.)

Preliminary Coalition Work Plan for 2009-2011

Lara stated that work plans are being developed with specific strategies, projects and activities for the next two academic years. Some of these projects are well underway in their planning; others are more in the idea stage (please see handout *CCC Preliminary Work Plan 2009-2011*).

Two planning meetings are scheduled to give Coalition members the opportunity to discuss and prioritize the projects outlined in the preliminary work plan and suggest additional ideas. She encouraged members to come to one of the meetings:

- Monday, June 1, 2:00-3:30 PM, Edens Hall 110, Western Washington University Campus
- Tuesday, June 16, 3:30-5:00 PM, Municipal Court Fireplace Room, 2014 C St

Lara described the Electronic Check-Up to Go (e-CHUG), one of the projects that is being planned. This is a web-based personalized assessment and feedback program related to alcohol use. It's endorsed by the Washington State College Coalition for Substance Abuse Prevention. Western, Whatcom Community College, Bellingham Technical College, and possibly Northwest Indian College will all be implementing it.

Brian Waller asked for more details about e-CHUG. Lara explained that it's a short online survey that asks questions regarding alcohol use, such as how often you drink, how much, and if you've ever experienced any negative consequences as a result of drinking. The program then provides feedback about how you compare to other students. Nationally, there is strong evidence for the effectiveness of this kind of "normative education" and feedback. The program will also include links to specific campus and community resources. Brian asked what data was used as the basis for the comparisons, and Lara stated that if data from a specific institution is available, it can be programmed in. Otherwise national data from the National College Health Assessment is used as the reference.

Elva Giddings stated that this kind of information is very important for students because they often come to college with inflated preconceptions about drinking, which influences their behavior and choices about drinking.

Ben Wurtz inquired if the e-CHUG would replace the WELS [Western Education Longitudinal Survey]. Lara replied that it would not replace WELS. E-CHUG is primarily an educational, not a data collection, tool.

Lidia Tillman-McAdoo asked about the proposed blog for the Off Campus WWU website, and the neighborhood door hangers. Lara responded that the blog is being explored as one way of making the website more interactive, and the plan is to distribute the "Think Locally-Act Neighborly" door hangers in the fall before classes start.

Matt Tombaugh requested clarification on the Neighborhood Service Alternative project. Lara explained that community service is required of anyone who receives a Minor in Possession of alcohol (MIP) citation, and that this program with the City Attorney's Office required that some of that service be completed in the neighborhood in which the offense occurred.

Lara thanked Coalition members for their attending and stated that the next general Coalition meeting would be in the fall.