

Jackrabbit CHOICES



South Dakota State University

**Division I
Football Championship Subdivision**

A Grant Proposal for Alcohol Education and Prevention

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ABSTRACT

Located in the south-east part of South Dakota is the town of Brookings. Brookings is a little over 55 miles north of the metropolitan of Sioux Falls, South Dakota on Interstate 29. The population of Brookings is approximately 22,000 people which greatly increases each fall as the students of South Dakota State University arrive on campus.

South Dakota State University is a comprehensive four-year land-grant university. SDSU was founded in 1881 by the Dakota Territorial Legislature and is governed by the South Dakota Board of Regents. The university is home to approximately 12,700 students and more than 2,000 staff and faculty members making it the largest higher education institution in the state. The SDSU student population represents all 50 states and 63 different countries. Of the student population at SDSU, approximately 460 are student-athletes competing for 21 NCAA Division I athletic teams.

Students can choose from more than 69 majors with 39 specializations and 67 minors programs. SDSU also offers 29 masters programs and 12 PhD programs.

SDSU offers eleven on-campus residence halls, as well as a large on-campus apartment complex. The on-campus residence halls house more than 3,527 first and second year students. Within the SDSU residence halls, there are seven major learning communities which focus on specific lifestyle or academic choices of the students residing within them. These specific academic or lifestyle choices include special floors or halls geared towards programs such as agriculture and biological Sciences, engineering, first-year experience, healthy lifestyles, honors college, pre-health and second-year experiences. The majority of first and second-year students live on campus with third and fourth-year students living in rental units within the Brookings community.

The primary objectives of this proposal are:

- Offer alternative late-night alcohol-free activities following major athletic events when underage drinking on campus is known to increase. These events will be open to the SDSU student-population for free or for very low costs. Offering free events and entertainment will give students and fans a way to have fun as an alternative to drinking at parties.
- Utilize marketing of student-athletes as positive role models throughout campus to help raise awareness about alcohol-free activities put on by the Jackrabbit CHOICES program as well as provide social norming messages to SDSU fans and Brookings community members on drinking behaviors and celebrating athletic victories responsibly. This will be done by collaborating with SDSU Athletics marketing department and HEROH.
- Allow collaboration efforts with HEROH and student-athletes to engage SDSU students in a peer education program focusing on making responsible choices related to alcohol use, sexual health, and healthy eating. Peer educators will also work to educate SDSU students and community schools on the consequences of irresponsible drinking behaviors as well as discussing safe drinking habits with SDSU students.

PROGRAM GRANT DEVELOPERS

Kathy Heylens – Associate AD-Compliance Coordinator and Sr. Women’s Administrator, Heylens has been a member of the Jackrabbit family since 1984 where she worked in admissions for two years before moving in to athletics. She has more than 20 years of experience working with student-athletes and managing all aspects of the athletics compliance program affirming that our student-athletes and staff remain in line with all NCAA and university rules and regulations. Heylens also sits on the NCAA Division I Legislative Council as well as being appointed to the four-member Legislative Council Administrative Committee as well as the NCAA Division I Football Championship Subdivision Governance Committee. Outside of athletics, Heylens also serves on the Undergraduate Experience Committee, Diversity Committee and Intercollegiate Athletics Board and Compliance Team to ensure SDSU students and student-athletes are receiving the best experience possible while at SDSU.

Laurie Johnston – Assistant AD for Academics, Johnston first joined the Jackrabbit family as assistant women’s basketball coach in 2000. From there she made great strides in the team’s success on and off the court. She helped guide the SDSU women’s basketball team to a 2003 DII national title as well as continued success at the Division I level when the team made the 2009 NCAA Tournament in its first year of eligibility. As the team’s academic coordinator, SDSU led all divisions of women’s collegiate basketball in team grade point average three consecutive seasons: 2005-06, 2006-07, and 2007-08. Her team also placed in the Top-25 Honor Roll several seasons: 2003-04, 2004-05 and 2008-09, never finishing lower than third among Division I programs. Johnston is first academic coordinator for Jackrabbit athletics and advises student-athletes on majors as well as serves as the advisor for the Student-Athlete Advisory Committee.

Ellie Trautman- BA, CHES, SDSU Wellness Center Health Promotion Coordinator and HEROH Advisor, Trautman has worked to make strides in the overall wellness of SDSU students and the Brookings community. She has already established several organizations to help encourage safe decisions regarding alcohol consumptions such as the Safe Ride Home program which offers free rides from 9pm-3am Thursday-Saturday. Trautman also serves as the advisor to the student organization HEROH which campaigns to establish social norms and alcohol education on campus.

Troy Alfson- Assistant Director for Conferences and Special Services, Department of Residential Life, BS, MS, Alfson earned his bachelor’s degree in social work from Bemidji State University. He went on to earn his masters in Counselor Education from the University of Wisconsin-Platteville. Afterwards, Alfson joined the Jackrabbit family’s residential life department in 2003.

Jenna Marston- Graduate Assistant of Academics for Athletics & Teacher’s Assistant for Communications and Journalism, Marston spent 4 years in Jackrabbit Blue as a starting pitcher of the SDSU softball team. After graduating with a Biology major in May 2005 Marston started working towards her master’s degree in Mass Communications and Journalism. While working on her master’s Marston works as an assistant academic advisor for the student-athletes at SDSU. In addition to her work for the athletic department, Marston works as a Teacher’s Assistant to Dr. Cecil in the Journalism department working with full class of more than 200 students.

CAMPUS ORGANIZATIONS

Helping Everyone Reach Optimal Health (HEROH)- SDSU Peer Educators, HEROH is a student run organization comprised of 94 students who work as an extension of the Wellness Center at SDSU. They provide campus wide health promotion campaigns and strive to educate and encourage SDSU students to engage in healthy lifestyles and contribute more than 2,400 volunteer hours.

Student-Athlete Advisory Committee (SAAC)- SAAC is comprised of team electives who attend regular meetings and help bring ideas and plan how SDSU athletes can engage in volunteer activities improving the SDSU campus and the Brookings community. They serve as peer educators and leaders for the team they represent.

University Programs Council (UPC)- UPC plans events throughout each semester for SDSU students to attend. Throughout homecoming's HOBOWEEK they plan events starting Monday night and going through Friday night. Pairing with them for a Saturday night event would offer a safe alcohol-free alternative for students looking to celebrate HOBOWEEK.

LENGTH OF PROGRAM

This program is set up as a three year initiative. The dates of the Jackrabbit CHOICES program that will be laid out are from June 1, 2012 to May 31, 2015. However, we plan to continue the Jackrabbit CHOICES program after funding from the NCAA subsidies. Furthermore, funding to start a media campaign geared towards making responsible alcohol related choices will commence an effort to educate students on campus. This media campaign will continue to run and target sports fans in subsequent years. We are confident that by pairing with HEROH, we can obtain the continued support and funds necessary to keep Jackrabbit CHOICES continuing efforts for alcohol education and awareness for the SDSU student body.

Year One: The main goal of the first year of Jackrabbit CHOICES is to raise education levels regarding alcohol consumption as well as develop social norming messages. One survey has been distributed to a Mass Communications 100 level class receiving 200 student responses (Appendix A). This survey allowed us to establish an understanding of the level of need for the Jackrabbit CHOICES program as well as provided several factors that students attending SDSU saw regarding time periods and reasons students engage in drinking activities and what would have the greatest impact in helping students make positive choices related to alcohol consumption.

Another survey, NCHAST, would be distributed more widely in September 2012 to give more substantial information relating to social norms to better focus our messaging in the first year. Supplies will be ordered over the summer and Jackrabbit CHOICES events will start with the Saturday of move in for students moving into their residence hall for the fall 2012 semester. Data will be collected at each event by tracking student attendance so we are able to determine if our event was an entertaining alcohol-free alternative for students. In the spring of 2013, we will also administer a web survey through Question Pro which will ask questions specifically about sports fans, student-athletes, messaging and activities that CHOICES provided throughout the school year.

Media messaging will be done through the Jackrabbit Athletics program utilizing the GoJacks.com webpage. Social media tools such as Facebook and video messaging on scoreboards at large sporting events, such as football games and men and women's basketball will also be used to spread our alcohol education messages. To further our success in student outreach for the late-night events CHOICES will sponsor, we will collaborate with HEROH and UPC. These student

organizations already have established alcohol-free activities. By joining SDSU athletics with these programs we can help increase awareness and encourage alternative entertainment to drinking post-games.

We will also implement three exciting alcohol-free events on campus that will correlate with times that underage drinking at SDSU increases: one at the start of the school year correlating with move-in, one at the SDSU Homecoming celebration HOBODay after the Saturday football game, and one at the end of the school year correlating with the large spring graduation.

Another goal for year one will be implementing the Jackrabbit CHOICES educational program and gaining interest in peer-educators for first and second year students.

Year Two: The objective for year two is to improve areas that were found to be weak in year one and continue with the strengths of our Jackrabbit CHOICES program. With the information gathered from the Spring 2013 semester survey, we will be able to have our Jackrabbit CHOICES coordinators see if trends in drinking with SDSU students continued or changed from year one. If we find in the survey that more students responded to certain entertainment or media social norms messaging, then we will increase these areas. Furthermore, if we find trends suggesting that students drink underage as freshman because they feel freedom from their parents, we will implement programs that involve parents after a drinking violation. If we find that SDSU students choose to participate in binge drinking at house parties, then we will increase our social norms messaging around the dangers of binge drinking and encourage students to attend alcohol-free events. Jackrabbit CHOICES will again partner with HEROH to increase volunteer participation and allow for more peer educator involvement.

We will also send a prevention team comprised of a representative from HEROH, a CA from residential life, and our graduate assistant in charge of the Jackrabbit CHOICES program to the APPLE convention so that they may learn about alcohol education and programming. By attending the APPLE convention, our graduate assistant will be able to better determine and measure how Jackrabbit CHOICES is in line with the NCAA CHOICES goals. Furthermore, to make sure SDSU Athletics faculty is participating in the program, we will have coaches fill out a survey on their thoughts regarding the Jackrabbit CHOICES program to see how it is impacting our student-athletes.

Success of year two will be measured by another survey distributed in spring 2014 to help aid in knowledge and understanding about what specific area Jackrabbit CHOICES is having the greatest impact with students relating to their levels of alcohol education and choices regarding individual alcohol consumption. After year two, we will want to see:

- A 15% increase in awareness of Jackrabbit CHOICES organizational activities
- A 15% increase in awareness of HEROH peer educators
- A 5% increase in awareness of actual alcohol use versus perceived use by SDSU students
- A 5% reduction in high-risk drinking among athletes and sports fans

Year Three: By year three, the Jackrabbit CHOICES program should be familiar to student-athletes, sports fans, and the SDSU student population. The program should especially be established in the residence hall communities and recognizable to first and second year students upon move in. With increased awareness levels about the Jackrabbit CHOICES program, less money will be spent on marketing strategies and signage and more efforts will be put into events and education.

Continued data collection at the end of each school year will be collected to help determine strengths and weaknesses of the Jackrabbit CHOICES program.

After year three, we will want to see:

- A 5% increase in awareness of Jackrabbit CHOICES organizational activities from year two
- A 5% increase in awareness of HEROH peer educators from year two
- A 5% increase in awareness of actual alcohol use versus perceived use by SDSU students from year two
- A 5% reduction in high-risk drinking among athletes and sports fans from year two

Continuation: Jackrabbit CHOICES will continue to exist as a well-established alcohol education program for the SDSU campus. Major target audiences that will be most aware of Jackrabbit CHOICES will include SDSU student-athletes, sports fans, students residing in residential halls, and the Brookings community. We will continue to affiliate with the HEROH program as our goals are the same; to help SDSU students make healthy lifestyle choices through education. Furthermore, offering free entertainment and events will continue to encourage students to engage in alcohol-free activities and be rewarded for making responsible choices regarding alcohol consumption. Although the graduate assistant will usually only be present for two to three years at a time, SDSU Athletics is committed to bring on a new graduate student to fill the role of the CHOICES coordinator to ensure the program's continued success.

RATIONALE FOR THIS PROPOSAL

A survey, referred to as Survey A (see appendix A), was distributed in the 2011 fall semester to a Mass Communications 100 class of 210 students. It found several trends related to the perceptions of social norms regarding drinking on the SDSU campus. The survey was specifically geared towards underage drinking from those residing in the residence halls as SDSU athletic events are heavily attended by students living on campus.

Out of those students surveyed we found:

- 70% of students believe that 75% of campus drinks underage.
- 68.6% of students believe that underage drinking happens because there is freedom from parents.
- 55.8% of students believe that most of the underage drinking happens during weekend parties.
- 72% of students believed that offering free entertainment and events to students would decrease the amount of underage drinking at SDSU.
- 48.8% of students believed that an alcohol prevention and education organization would decrease the amount of underage drinking at SDSU.

We feel that joining the SDSU athletic department and student programs such as HEROH, will help execute an alcohol awareness campaign that both educates the SDSU student body on the social norms of drinking. It will also help increase student input and awareness surrounding entertaining alcohol-free late night events that students can attend rather than going to house parties or bars for amusement. This increase in education and alcohol-free diversion will help reduce irresponsible use of alcohol by SDSU students, especially that of those that are underage and living in on-campus residence halls.

STATEMENT OF PURPOSE

South Dakota State University is implementing Jackrabbit CHOICES as a campus-wide program to establish social norming related to SDSU students drinking behaviors, alcohol education and alternative alcohol-free events for SDSU students to attend for entertainment. We will employ the efforts of student-athletes to help showcase positive behaviors regarding alcohol to consumption to influence and educate sports fans and the student population as well as the Brookings community by reaching out to local schools.

PROGRAM OBJECTIVES

Jackrabbit CHOICES will have three main objectives all focusing on the specific needs merited by students who participated in Survey A. Through student commitment, we will strive to fill the need for alcohol and healthy lifestyle education as well as alcohol-free entertainment students can easily access. Each objective covers an aspect of the overall purpose of Jackrabbit CHOICES.

Objective 1: Student-Athlete Participation; by educating and encouraging student-athletes to participate as peer-leaders on the SDSU campus we will be able to reach SDSU Athletics fans and students attending athletic events. Through media messaging we will showcase social norms for alcohol consumption on campus. Student-athletes will be urged to attend and volunteer at Jackrabbit CHOICES events. Since student-athletes are busy balancing school, practices and competition, we will rotate which sports volunteer at Jackrabbit CHOICES events. We will also work with the HEROH and the University Police Department's ".08 Don't Blow It" media campaign to obtain social norm data to help us promote responsible decision making regarding alcohol consumption especially focusing on the negative effects of underage alcohol abuse.

- Work with SAAC to receive input regarding student-athlete involvement and gain support.
- Project video messages and testimonials of student-athletes on the scoreboards at Coughlin Alumni Stadium and Frost Arena during time-outs and breaks in play.
- Hang posters around campus showcasing well known student-athletes and alcohol awareness messages as well as listing times and dates for Jackrabbit CHOICES events.
- Utilize the campus radio station KSDJ by playing advertisements and public announcements done by SDSU student-athletes.
- Dorm storming, where student-athletes and HEROH representatives go through the dorms and talk to the general student population and give away candy and treats with alcohol facts attached.
- Giveaways such as mini basketballs and footballs before athletic events with alcohol education facts.

Objective 2: Alcohol-free Alternatives for Students; the SDSU student population often is without safe alcohol-free entertainment on weekend nights following athletic events. By joining other student organizations such as HEROH and UPC we will better serve the student population to give them fun and exciting events to attend with student-athletes. This program will also allow us to coordinate with Residential Life and offer "study bucks" as an incentive for choosing to make a healthy lifestyle choice and attend an alcohol-free event on campus.

- Offer one to two late night events starting at 9:00pm for each athletic team to host and work at following a weekend sporting event. These events would be based on the size of the athletic event. Events that were a typical weekend night could involve free pizza and pop or

free bowling; however, larger athletic events where increase amounts of drinking are likely to occur such as our homecoming event HOBBO Day, offer a free alcohol free concert with a performer many students find popular.

- Offer an alcohol-free tailgating station where students are offered free food, Root Beer and popular tailgating “drinking games.” Students can win prizes for winning certain popular games.
- Student-athletes will attend events following their athletic events to show support for the alcohol-free activities. This will utilize the student-athletes role model capabilities and give student fans a chance to interact with and meet a variety of athletes. We will also make sure HEROH peer education leaders are available to help educate those in attendance as part of the programming.

Objective 3: Increase alcohol education on campus and in the Brookings community through the collaboration of student organizations- by joining student-athletes with HEROH peer education leaders we can reach SDSU students and area middle school students effectively.

- Training and supplying representatives from HEROH and Athletics teams with knowledge and tools so they can go out and speak to peers for several minutes prior to large classes in Rotunda D with professors’ permission.
- Join a Life-skills event with Jackrabbit CHOICES by bringing in an alcohol education speaker to present to student-athletes.
- Our student-athletes visit Brookings community schools often, so focus one event on alcohol education and send a positive message related to healthy lifestyle decisions to school children.

TARGET AUDIENCE

There will be four main target audiences that will be reached through Jackrabbit CHOICES. They will all most likely have the common denominator of being sports fans; however, they will be directly reached in several ways.

SDSU Student-Athletes- As peer education leaders for Jackrabbit CHOICES, student-athletes will receive education and training regarding alcohol awareness and play a substantial role in our marketing campaign.

Underage SDSU Students- A majority of the marketing campaign and event information will be directed at the underage SDSU student population living on campus. According to survey A, 70% of the students surveyed believed that 75% of the underage students at SDSU participate in drinking activities. Furthermore, the most common reason given for why students at SDSU drink is because there is not enough alternative entertainment and 78% of the students surveyed believed offering free events and entertainment would decrease the amount of drinking on campus. Because we know where these students live, they are easily reached with marketing messages. Additionally, if healthy lifestyle choices are established early on in their college career, it will be more likely that they will continue to make responsible choices throughout their time at SDSU and attend Jackrabbit CHOICES events as upperclassmen.

General SDSU Student Population- Although many efforts will be put into reaching the underage population living on campus, any SDSU student attending athletic events will see media messages regarding alcohol education from the Jackrabbit CHOICES campaign. Any SDSU student will be

encouraged to come to any Jackrabbit CHOICES events and invited to join HEROH as peer education leaders.

Brookings Community- Many Brookings community members attend Jackrabbit athletic events. By attending these events, they will be exposed to alcohol education messaging from the Jackrabbit CHOICES campaign. Student-athletes will also visit community schools once a year to educate local school children on healthy lifestyle choices.

METHODS AND PROCEDURES

South Dakota State University has implemented several programs that help increase alcohol awareness and promote positive choices by students. Residential life gives away “study bucks” for studying and showing responsible decision making that students can use at an end of the year auction to win prizes. These “study bucks” may be given away for attending Jackrabbit CHOICES events. Also, while the campus is considered a dry campus, there are many instances of underage drinking in the residence halls. We will encourage CA’s to uphold alcohol policies and bring peer leaders to one floor meeting a year so they can educate residents about alcohol consumption.

By educating and enticing underage students at SDSU to make healthy lifestyle and alcohol related choices, we will help build a foundation for their future interactions with alcohol. We will use grant money to assist in the education of student-athletes and underage students in SDSU residence halls. Alcohol education messages will also include athletics fans, the general student body and the Brookings community attending home athletic events. We will apply much of the grant money, time and emphasis on our alcohol-free events by using student input to ensure that they will attract student attendance. Promotional items will also be used to help increase student attendance to alcohol-free events and athletic games, which will also increase the level of excitement for both.

PROGRAM RESULTS

Utilizing the survey from the National College Health Assessment and distributing it to staff, faculty and students we will be able to increase our knowledge regarding the need for a program like Jackrabbit CHOICES at SDSU. Also, using Question Pro to find out what areas of the Jackrabbit CHOICES program are specifically reaching our target populations and therefore having the greatest impact on alcohol education to help us use our resources to our greatest advantage. This survey will be emailed to student email accounts and will have an incentive of being put into a drawing for a SDSU Bookstore gift-card to yield a larger response rate.

COLLABORATION

The peer health education organization HEROH has a significant presence on the SDSU campus. They have already established two main awareness weeks on campus: National Collegiate Alcohol Awareness Week and Safe Spring Break Week. They also successfully established the Safe Ride Program which is funded by a South Dakota state grant and SDSU Student Association funds. HEROH currently has 94 peer health educators who together are responsible for contributing more than 2,400 volunteer hours towards awareness projects.

With athletes having such busy schedules, very few of them are active as peer educators and often do not receive education regarding alcohol awareness. Starting a program like Jackrabbit CHOICES has the ability to not only increase alcohol education among our student-athletes but also encourage student-athletes to become peer educators in the HEROH program. Taking on a

leadership role will also help SDSU student-athletes understand their influence as role-models on campus and in the community, increasing the likelihood that they will make responsible lifestyle choices as well.

SDSU has a current graduate assistant position in charge of academics and student-athlete opportunities. This position will add the responsibility of overseeing the implementation of the Jackrabbit CHOICES program. Having a graduate assistant responsible for the Jackrabbit CHOICES program will also increase opportunities on the SDSU campus. The graduate assistant will direct communication among the groups collaborating to make Jackrabbit CHOICES a success. He or she will also be responsible for making sure media messages and events are reaching target populations and are align with the objectives of Jackrabbit CHOICES. We will also have the ability to analyze survey data thoroughly with the help of the graduate assistant.

In addition to HEROH and student-athletes, Jackrabbit CHOICES will team with several other established organizations on campus. This will include partnering with the University Program Council (UPC) and the Stuff Committee responsible for weekend activities on campus to help bring more alcohol free events and entertainment to campus. We will also work with Residential Life to ensure campus events are being promoted in the residence halls and alcohol policies are being distributed and enforced. The SDSU Student Association (SA) and the Alcohol Drug Task Force will also be part of the Jackrabbit CHOICES program and will be able to assist in student awareness.

By partnering with several organizations that involve students, Jackrabbit CHOICES will be able to increase the likelihood of student participation and determine if alcohol education messaging is reaching the goal demographics. The graduate assistant will ensure communication among the groups collaborating to make Jackrabbit CHOICES a success. The graduate assistant will oversee the students participating directly with Jackrabbit CHOICES. There will be six student members on the Jackrabbit CHOICES board in charge of deciding what events and media messaging best suit the general student population of SDSU. Two female athletes and two male athletes will be part of the Jackrabbit CHOICES board as well as two students from the general student population.

TIME LINE

- December 2011: We completed a survey distributed to a Mass Communications class of more than 200 students to establish a need for a program like Jackrabbit CHOICES and determine what reasons SDSU students may participate in drinking related activities.
- April 2012: Award notification. Once funding has been approved, begin planning media messaging and programs and order needed supplies.
- July 2012: Receive funding from NCAA CHOICES grant.
- August 2012: Host Jackrabbit CHOICES event correlating with the Saturday of move in. This event will kick-start the Jackrabbit CHOICES campaign and will raise alcohol education awareness among students. Start implementing the media messaging via posters and video feeds during fall athletic events relating to sports fans and alcohol consumption. Offer late-night activities for the Saturdays after home football games.

- October 27, 2012: In conjunction with the SDSU Homecoming HOB0 Day, host an event sponsored by Jackrabbit CHOICES on Saturday night after the football game.
- November 2012: Collaborate with men and women's basketball with media campaigns utilizing student-athletes on video for alcohol awareness messaging.
- January 2013: Partner with a Life Skills event to bring in a speaker for student-athletes regarding alcohol education. Offer late-night activities for Friday or Saturday nights after home basketball games.
- March 2013: Offer late-night activities for Saturday nights after home baseball and softball games.
- May 2013: Email survey through Pro-Quest to quantify areas of success and weaknesses for the first year of Jackrabbit CHOICES. Host a Jackrabbit CHOICES event the weekend before graduation to decrease the amount of drinking associated with finals week. Begin planning for the 2013-14 school year.
- August 2013: Complete and submit a year one report to the NCAA. Continue to revise the Jackrabbit CHOICES program as survey analysis is completed by coordinating alcohol-free activities for the year keeping events that were well attended and successful in previous years. Host a Jackrabbit CHOICES event the weekend of campus move in. Obtain a tail-gating area that is alcohol free that offers food, beverages and traditional tailgating games to SDSU students. Create a media campaign for the fall athletic season geared towards SDSU students attending athletic events regarding the social norms of alcohol consumption. Offer late-night activities for the Saturdays after home football games.
- October 2013: Host a Jackrabbit CHOICES event the Saturday night of the HOB0 Day football game.
- November 2013: Complete messaging campaigns for women and men's basketball games.
- January 2014: Send the prevention team responsible for Jackrabbit CHOICES to the APPLE convention. Partner with a Life Skills event to bring in a speaker for student-athletes regarding alcohol education. Offer late-night activities for Friday or Saturday nights after home basketball games.
- March 2014: Offer late-night activities for Saturday nights after home baseball and softball games.
- May 2014: Email survey through Pro-Quest to quantify areas of success and weaknesses for the first year of Jackrabbit CHOICES. Host a Jackrabbit CHOICES event the weekend before graduation. Begin planning for the 2015-15 school year.
- July 2014: Hire a new graduate assistant to head the Jackrabbit CHOICES program if the previously hired graduate assistant has graduated.

- August 2014: Complete and submit a year two report to the NCAA. Develop media messages and coordinate alcohol-free activities for the year keeping events that were well attended and successful in previous years and changing events that did not receive the expected attendance as the 2012-13 school year.
- October 2014: Host a Jackrabbit CHOICES event the Saturday night of the HOB0 Day football game.
- November 2014: Collaborate with men and women's basketball with media campaigns utilizing student-athletes on video for alcohol awareness messaging.
- January 2015: Partner with a Life Skills event to bring in a speaker for student-athletes regarding alcohol education. Offer late-night activities for Friday or Saturday nights after home basketball games.
- March 2015: Offer late-night activities for Saturday nights after home baseball and softball games. End of NCAA funding, continue Jackrabbit CHOICES program.
- May 2015: Email survey through Pro-Quest to quantify areas of success and weaknesses for the first year of Jackrabbit CHOICES. Host a Jackrabbit CHOICES event the weekend before graduation. Begin plans for Jackrabbit CHOICES events and messaging for the 2015-1015 school year.
- June, 2015: Submit final report to NCAA. Continue to evaluate and adjust the Jackrabbit CHOICES program as needed for furthered success in alcohol education.

BUDGET

Year One Budget	NCAA	SDSU	Total
Supplies/Materials/Peer Education	\$1,000	\$500	\$1,500
Graduate Assistant	\$3,000	\$7,000	\$10,000
Alcohol-Free Entertainment & Events	\$7,000	\$1,000	\$8,000
Social Norms and Alcohol Education Campaign	\$2,000	\$500	\$2,500
Evaluation/Surveys	\$1,000	\$0	\$1,000
Miscellaneous	\$1,000	\$500	\$1,500
Totals	\$15,000	\$9,500	\$24,500

Year Two Budget	NCAA	SDSU	Total
Supplies/Materials/Peer Education	\$500	\$500	\$1,000
Graduate Assistant	\$3,000	\$7,000	\$10,000
Travel	\$1,000	\$1,000	\$2,000
Alcohol-Free Entertainment & Events	\$3,000	\$3,000	\$6,000
Social Norms and Alcohol Education Campaign	\$2,000	\$500	\$2,500
Evaluation Surveys	\$0	\$500	\$500
Miscellaneous	\$500	\$500	\$1,000
Totals	\$10,000	\$13,000	\$23,000

Year Three Budget	NCAA	SDSU	Total
Supplies/Materials/Peer Education	\$500	\$500	\$1,000
Graduate Assistant	\$1,500	\$8,500	\$10,000
Alcohol-Free Entertainment & Events	\$2,000	\$4,000	\$6,000
Social Norms and Alcohol Education Campaign	\$1,000	\$1,000	\$2,500
Evaluation Surveys	\$0	\$500	\$500
Miscellaneous	\$0	\$500	\$500
Totals	\$5,000	\$15,000	\$20,000

BUDGET NARRATIVE

South Dakota State University will increase funding for the Jackrabbit CHOICES program throughout the three years. We will continue funding the program in subsequent years to support alcohol education, particularly with student-athletes and athletic fans. In order to help increase the awareness of the Jackrabbit CHOICES program and reach the greatest number of students and athletic fans, we spend more money on alcohol education campaigns in years one and two. By year

three, the message of Jackrabbit CHOICES will be easily recognizable and therefore less money is needed towards media messaging. We place a large emphasis on offering free late-night entertainment and events for students so they may have a safe alcohol-free alternative for weekend nights after home athletic events. This will continue to play a large role in the success of the Jackrabbit CHOICES program. The athletic department will partner with other on campus organizations to host events as funding from the NCAA CHOICES grant diminishes. By providing well attended events, there will be interest throughout the entire campus to participate in hosting opportunities for these events so the financial burden can be spread out.

EVALUATION

Jackrabbit CHOICES will utilize several surveying tools to analyze our success and progress. One survey, the National College Health Assessment (NCHA) will help us understand trends on the SDSU campus regarding the social norms of alcohol consumption. The survey will be done each spring semester to establish the effectiveness in the Jackrabbits CHOICES program in educating students on alcohol consumption. We will also administer a survey using Question Pro with questions related directly to Jackrabbit CHOICES events and messaging. This will help us understand the reasoning behind a student's choice to attend or not attend one of our sponsored events as well as ascertain that our media messages are effectively reaching our target populations. These surveys will help us quantify the direct impact Jackrabbit CHOICES is having on the SDSU campus.

To determine if objective one is being met, we will find if utilizing student-athlete involvement is impacting the education awareness levels of the student fan population, we will compare student attendance at athletic events to see if there is an increase in the number of students in attendance. We will monitor trends through the NCHA survey regarding student-athletes and athletic fans safe drinking behavior: avoiding binge drinking, using designated drivers, lowering Blood-Alcohol levels and decreasing trips to the Brookings Emergency Room related to alcohol consumption.

To determine if objective two is being met, we will measure the effectiveness of alcohol-free entertainment events by recording the attendance of each event. We will also make sure that one of our media messages is the focus of the event. In the Question Pro survey we will distribute in the spring, there will be specific questions related to the events a student may have attended to receive specific input on what the student liked and disliked about the event.

To determine if objective three is being met, we will work with the student organizations that we collaborated with throughout the year to receive input on their thoughts related to the training they received and the experiences they had interacting with peers and Brookings community schools.

For all objectives of the Jackrabbit CHOICES program, we will utilize the NCAA IMPACT evaluation tool. This evaluation tool found on the NCAA website is designed to help CHOICES programs establish an understanding on the success of their alcohol education efforts and verify that their programs are meeting the goals of the NCAA CHOICES grant. Jackrabbit CHOICES will benefit from this as it will help identify where the focus of the program should be to reach the greatest number of SDSU students possible. Evaluating the Jackrabbit CHOICES program with the NCAA IMPACT evaluation tool will also help determine what parts of the program should be continued and what parts need to be revised as Jackrabbit CHOICES transitions to being funded solely by SDSU.

POST GRANT FUNDING

Initially, post grant funding will come from the athletic opportunity funds. By partnering with student organizations such as HEROH, Student Association, UPC and other well established groups will ease the financial burden through volunteers and spreading knowledge about Jackrabbit CHOICES throughout campus. SDSU will be able to maintain the education of student-athletes and will continue to encourage them to be peer leaders on campus. Since Athletics has funds for promotions and advertising, responsible drinking messages will be incorporated into current media at Jackrabbit athletic events. We will continue to apply for various alcohol education and state grants to help continue funding for the Jackrabbit CHOICES program. Jackrabbit Athletics and Student Health Services are committed to offering a safe environment for all SDSU students.

Appendix A

SURVEY A

Jackrabbit CHOICES Survey

What is your age? _____

What year are you? ___Freshman ___Sophomore ___Junior ___Senior (4th or 5th year)

Do you live on campus? ___Yes ___No

Do you live in a substance free dorm? ___ Yes ___ No

Please rank (5 being strongly agree and 1 being strongly disagree):

There is a need for more on campus activities at SDSU: 5 4 3 2 1

Many underage students at SDSU consume alcohol: 5 4 3 2 1

Underage students may drink because they have freedom from parents: 5 4 3 2 1

There is a large amount of pressure from peers to participate in underage drinking: 5 4 3 2 1

If more alternative activities were offered, the amount of underage drinking would decrease: 5 4 3 2 1

I believe:

___No underage drinking occurs at SDSU

___25% of underage students at SDSU drink

___50% of underage students at SDSU drink

___75% of underage students at SDSU drink

___100% of underage students at SDSU drink

Please rank (1 being the most likely reason and 3 being the least likely reason an underage student may drink)

___ At tailgating and sporting events.

___ At parties on the weekend.

___ During Holliday breaks and special events on campus like Hobo Day.

Please rank the types of alternative programs listed below that may help give underage students at SDSU alternatives to drinking (1 being the most influential and 5 being the least influential):

___ Posters of well-known student-athletes who also pledge to not drink.

___ Free entertainment (movie nights, game nights, concerts and dances on campus).

___ Videos of well-known student-athletes who pledge not to drink.

___ More informational classes conducted by peers on the risks of drinking.

___ Having a club that is active in planning alternative activities that are substance free.

Other activities that would be good alternatives for SDSU students that are not listed:

I believe the single most influential reason underage students at SDSU may choose to drink is:

I believe the best way to encourage underage students to make positive CHOICES regarding alcohol is:

Appendix B
National College Health Assessment Survey Tool

<http://www.acha-ncha.org/order.html>