

Virginia Institutions of Higher Education Substance Use Advisory Committee

2021 Annual Report

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Virginia Alcoholic Beverage Control Authority
 Chief Executive Officer
 Travis G. Hill



Chair
 Maria J. K. Everett

Vice Chair
 Beth G. Hungate-Noland

Board of Directors
 William D. Euille
 Gregory F. Holland
 Mark E. Rubin

General Assembly of Virginia
 Capitol Square
 Richmond, Virginia

Dear Members of the General Assembly:

The Virginia Higher Education Substance Use Advisory Committee (VHESUAC) is pleased to provide this report in accordance with §4.1-103.02, *Code of Virginia*. Consistent with its statutory responsibilities, VHESUAC provides common goals, resources, and capacity building to advance Virginia's higher education substance misuse prevention infrastructure and to advocate for program and policy efforts that are strategic, science-based, and collaborative.

This report details efforts and coordination since the filing of the 2020 VHESUAC Annual Report on December 1, 2020 to the end of the 2021 fiscal year on June 30, 2021.

VHESUAC looks forward to providing continued leadership and coordination of Virginia's higher education substance misuse prevention efforts. We would like to thank all of the VHESUAC partners who have agreed to support the work of the Committee and in particular those who serve on its Executive Council and Workgroup.

Thank you also for your support, and please contact us if you would like additional information about VHESUAC.

Sincerely,

Maria J.K. Everett, Chair
 Virginia Alcoholic Beverage Control Authority



EXECUTIVE INFORMATION

The Commonwealth of Virginia



Governor *Ralph S. Northam*

Secretariats represented in VHESUAC

Secretary of Public Safety and Homeland Security *Brian Moran*

Secretary of Education *Atif Qarni*

Secretary of Health and Human Resources *Dr. Daniel Carey*

Virginia Alcoholic Beverage Control Authority Leadership



Chair

Maria J. K. Everett

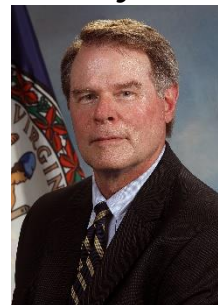


Vice Chair

*Beth G.
Hungate-Noland*



William D. Euille



Gregory F. Holland



Mark E. Rubin

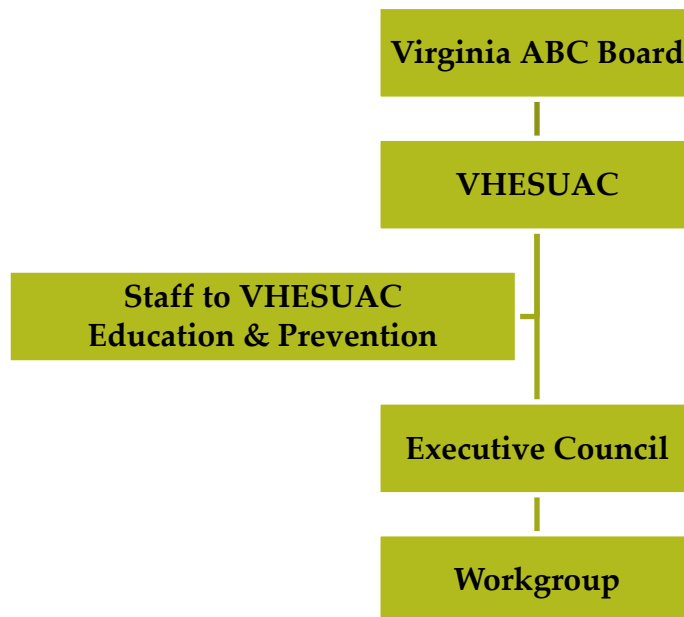
Chief Executive Officer *Travis G. Hill*

Executive Summary

The Virginia Higher Education Substance Use Advisory Committee (VHESUAC) is pleased to report on coordination of college alcohol and other drug prevention programming in the Commonwealth of Virginia. VHESUAC partners include public and private institutions of higher education, student leaders, state agencies, and statewide organizations committed to reducing student substance misuse and promoting effective policies and practices.

VHESUAC aims to create an environment and culture that values student health and safety and supports prevention and intervention efforts on campuses across the state. VHESUAC hopes to accomplish this by promoting a collaborative and coordinated effort among Virginia's colleges and universities to advocate for prevention programming and treatment services, implement research-based approaches, and facilitate a network for information sharing and action planning.

Virginia ABC Education and Prevention coordinates VHESUAC. The structure includes two tiers: the Executive Council and Workgroup.



During this reporting period, Executive Council and Workgroup members met to launch the Virginia Higher Education Substance Use Prevention Strategic Plan. They also initiated discussions on implementation of the state-wide initiatives identified within the strategic plan, including the identification of strategies and arguments to encourage campus participation in the strategic plan. This report intends to detail these meetings, as well as explain the formation of VHESUAC, its current structure and its vision moving forward.

Statutory Authority

Pursuant to SB 120 and HB 852 of 2018 and Chapters 210 and 211 of the Acts of Assembly, an Act to amend and reenact § 4.1-103.02 of the Code of Virginia, relating to alcoholic beverage control; substance abuse prevention; Virginia Institutions of Higher Education Substance Use Advisory Committee established:

“The [Virginia ABC] Board shall also establish and appoint members to the Virginia Institutions of Higher Education Substance Use Advisory Committee (Advisory Committee). The goal of the Advisory Committee shall be to develop and update a statewide strategic plan for substance use education, prevention, and intervention at Virginia's public and private institutions of higher education. The strategic plan shall (a) incorporate the use of best practices, which may include, but not be limited to, student-led peer-to-peer education and college or other institution of higher education recovery programs; (b) provide for the collection of statewide data from all institutions of higher education on student alcohol and substance use; (c) assist institutions of higher education in developing their individual strategic plans by providing networking and training resources and materials; and (d) develop and maintain reporting guidelines for use by institutions of higher education in their individual strategic plans. The Advisory Committee shall consist of representatives from Virginia's public and private institutions of higher education, including students and directors of student health, and such other members as the Board may deem appropriate. The Advisory Committee's membership shall be broadly representative of individuals from both public and private institutions of higher education. The Advisory Committee shall submit an annual report on its activities to the Governor and the General Assembly on or before December 1 each year.”

VHESUAC FORMATION

Virginia ABC Education and Prevention seeks to eliminate underage and high-risk drinking by building the capacity for communities to educate individuals and prevent alcohol misuse. In 2015, Education and Prevention set out to improve the quality of its programming by collecting needs assessment data from four-year institutions of higher education (IHEs) in Virginia and compiling campus policies and programs on alcohol and other drugs to identify current gaps and resources. These efforts continued in 2017 with a second needs assessment for four-year IHEs, a needs assessment for community colleges and a survey of the Virginia College Alcohol Leadership Council.

Commission on Youth Study

In line with its mission to study and provide recommendations on health matters related to youth and families, the [Commission on Youth](#) (COY) took a particular interest in Virginia ABC's efforts. During the 2016 and 2017 General Assembly sessions, budget amendments requesting that work be done to identify current substance misuse prevention and intervention programs at IHEs were proposed by COY but not adopted. Instead, COY moved forward with a study plan to collaborate with Virginia ABC and compile a list of best practices for Virginia's IHEs to consider implementing. Based on study findings, discussions with other state agencies and public comment, COY approved a final recommendation prior to the 2018 General Assembly session. This recommendation became SB 120/HB 852, with sponsorship from COY Chair Senator Barbara Favola and Delegate Christopher Peace and was later signed by Governor Ralph Northam in March 2018.

Operation

VHESUAC is comprised of public and private IHEs, student leaders, state agencies and statewide organizations who collaborate to reduce college substance misuse and advocate for research-based policies and practices. VHESUAC is led by an Executive Council and Workgroup and is staffed by Virginia ABC. The Virginia ABC Adult Education and Prevention Coordinator serves as the VHESUAC coordinator while also managing other college and adult prevention programs. The Executive Council is the governing body and is responsible for setting overall direction and providing input on Workgroup activities and deliverables. In order to recruit members for the Executive Council, an open application invitation was sent to college and university presidents, vice presidents of student affairs, directors of student health, and student leaders at all 66 of Virginia's institutions of higher education. State agencies involved in substance misuse prevention or college student well-being were identified and recruited for the Executive Council, as well. These members are working to address alcohol and other drug-related problems among college students statewide. Executive Council meetings are held biannually. The Executive Council of VHESUAC is comprised of:



Virginia Alcoholic Beverage Control Authority (Virginia ABC)

Travis Hill – Chief Executive Officer



Averett University

Lesley Villarose – Dean of Students



Commission on Youth (COY)

Deirdre Goldsmith – Member



Dabney S. Lancaster Community College (DSLCC)

Matt McGraw – Associate Vice President for Institutional Effectiveness and Academic Services



Hampden-Sydney College (H-SC)

Renae Mancastroppa – Assistant Dean of Students



Liberty University (LU)

Keith Anderson – Executive Director, Student Health Center and Wellness Initiatives



Marymount University

Brooke Berry – Dean of Students, Equity and Inclusion



Patrick Henry Community College (PHCC)

Greg Hodges – President



Regent University

Adam Williams – Assistant Vice President for Student Life



State Council of Higher Education for Virginia (SCHEV)

Ashley Lockhart – Coordinator for Academic Initiatives



Sweet Briar College

Marcia Thom-Kaley – Dean of Students



University of Mary Washington (UMW)

Alexander Lee – Undergraduate Student Leader



University of Virginia (UVA)

Christopher Holstege – Executive Director, Student Health Center



Virginia Commonwealth University (VCU)

Charles Klink – Senior Vice Provost for Student Affairs



Virginia Community College System (VCCS)

Van Wilson – Associate Vice Chancellor for Student Experiences and Strategic Initiatives

The Workgroup provides support and recommendations to the Executive Council. Members of the Workgroup share pertinent research and programming to help inform planning and decision-making during meetings. The Workgroup includes community, state and campus leaders who were identified and recruited due to their work in preventing college substance misuse and related problems. Workgroup meetings are held quarterly. The Workgroup of VHESUAC is comprised of:



Virginia Alcoholic Beverage Control Authority (Virginia ABC)

Colleen Howarth (VHESUAC Coordinator) – Adult Education and Prevention Coordinator, Education and Prevention Section

Christopher Young (VHESUAC Coordinator) – Adult Education and Prevention Coordinator, Education and Prevention Section

Barbara Storm – Special Agent in Charge



Ashland Police Department (Ashland PD)

Doug Goodman – Chief of Police



Christopher Newport University (CNU)

Jill Russett – Social Work Associate Professor and Field Instruction Coordinator



Foundation for Advancing Alcohol Responsibility

Maureen Dalbec – Chief Operating Officer and Senior Vice President, Research and Data Analysis

Helen Gaynor – Director, Educational Programs



Germanna Community College Police Department

Craig Branch – Chief of Police



James Madison University (JMU)

Mindy Koon – Assistant Director, Alcohol and Other Drug Prevention



John Tyler Community College (JTCC)

Christine Diggs – Human Services Associate Professor

Mark Miller – Professional Counselor, Disability Support Services



Longwood University

Sasha Johnson – Title IX Coordinator



Norfolk State University (NSU)

Cynthia Burwell – Director, NSU Center of Excellence in Minority Health Disparities



Randolph-Macon College (RMC)

Keith Cartwright – Coordinator, Alcohol and Other Drug Prevention; Behavioral Health Wellness Consultant for DBHDS



Virginia Association of Chiefs of Police and Foundation (VACP) and Virginia Association of Campus Law Enforcement Administrators (VACLEA)

Dana Schrad – Executive Director



Virginia College Collaborative (VCC)

Robert Chapman – Retired from Drexel University



Virginia Commonwealth University (VCU)

Danielle Dick – Director, College Behavioral Health and Emotional Institute (COBE)

Melodie Fearnow-Kenney – Senior Research Associate, Center for School-Community Collaboration

Kat Scott – Intern, Rams in Recovery



Virginia Department of Behavioral Health and Developmental Services (DBHDS)

Malcolm King – Child and Adolescent Family Program Specialist



Virginia Department of Criminal Justice Services (DCJS)

Marc Dawkins – Campus Safety and Violence Prevention Coordinator, Division of Law Enforcement



Virginia Department of Education (VDOE)

Maribel Saimre – Director, Student Services



Virginia Department of Health (VDH)

Elizabeth Lowrey - Injury and Violence Prevention Program Evaluator

Lisa Wooten - Injury and Violence Prevention Program Supervisor

Lauren Yerkes – Injury and Violence Prevention Program Epidemiologist



Virginia Department of Social Services (VDSS)

Aditya Narayan – Substance Use Disorder Training and Data Manager



Virginia Military Institute (VMI)

Sarah Jones – Director, Center for Cadet Counseling



Virginia Polytechnic Institute and State University (VT)

Kelsey O'Hara-Marasigan – Assistant Director, Student Wellness

Joshua Redding – Assistant Director, Hokie Wellness



University of Mary Washington (UMW)

Raymond Tuttle – Director, Student Conduct and Responsibility



University of Richmond (UoR)

Slade Gormus – RN Health Promotion and Peer Education, URWell



University of Virginia (UVA)

Susie Bruce – Director, Gordie Center

VHESUAC STRATEGIC PLAN UPDATE

The strategic plan can be found on the VHESUAC website:

<https://www.abc.virginia.gov/library/education/pdfs/vhesuac-strategic-plan-2021-2026.pdf>

VHESUAC Campus Newsletter

The Virginia Higher Education Substance Use Prevention Strategic Plan was launched and distributed to state partners and campuses administrators in March 2021. It was included in the March edition of the campus newsletter, which was sent to college and university Presidents and Vice Presidents of Student Affairs. Distributed for the first time in the summer of 2020, the campus newsletter is a quarterly newsletter distributed to campus and university administrators and contains information about VHESUAC's current efforts towards campus substance use prevention. In addition to information about the strategic plan, the communication in March 2021 also contained background information about VHESUAC and its purpose in furthering campus efforts regarding substance use education, prevention, intervention and recovery across the commonwealth. The July edition of the campus newsletter also contained information about the strategic plan and included suggestions for potential next steps each campus could take regarding the analysis of their substance use education and prevention efforts on campus. Moving forward, the campus newsletter will continue to contain information regarding VHESUAC's initiatives and will be sent to administrators at all public and private institutions in the commonwealth.

Campus-Wide Initiatives

VHESUAC is working to identify ways to collect and identify what campus-wide initiatives campuses already have in place as well as initiatives they are beginning. VHESUAC Workgroup has identified barriers that campuses may have in reporting back to VHESUAC as well as barriers to implementing campus-wide initiatives. VHESUAC is working to developing a method for reporting that will be approachable for IHEs to use.

Statewide Initiatives

VHESUAC has began planning for implementation of statewide initiatives including maintaining a centralized repository of effective approaches, evidence-based strategies, best practices and model programs for campuses to implement; identifying funding sources for campuses to use in implementing campus-wide initiatives; developing strategic planning guidelines; establishing a statewide system for data collection; and providing trainings and professional development opportunities over the next year.

VHESUAC MEETINGS

The VHESUAC Executive Council met twice during the reporting period in July 2020 and January 2021. The VHESUAC Workgroup met in July 2020, October 2020, January 2021 and April 2021. At the meetings in June and October, the VHESUAC Coordinator led discussions about identifying stakeholders to be informed about the strategic plan, as well as the best way to communicate the plan to identified stakeholders. The first steps of implementation, including some suggestions and tips for campuses, were also discussed. During the meetings in January and April, the VHESUAC Coordinator led discussions about several of the state-wide initiatives identified within the strategic plan. The Workgroup also spent time discussing the campus response to the launch of the strategic plan.

The primary outcomes of each of these meetings are described below. Full meeting minutes for VHESUAC can be accessed online on the Commonwealth Calendar:

<https://commonwealthcalendar.virginia.gov>

Executive Council

July 31, 2020 Meeting Minutes

Statewide Campus Assessment

- The Executive Council received an update regarding the statewide campus assessment.
 - Twenty-nine campuses participated in the assessment. These campuses were diverse in terms of enrollment numbers (small, medium, and large) and school type (public two-year, public four-year, and private four-year).
 - The formal interview consisted of multiple-choice and open-ended questions to gather information about several aspects of drug-related programming and issues on campus. Questions were adapted from an instrument developed by the Maryland Collaborative as well as the College Alcohol Survey.
 - Twenty-six of the twenty-nine institutions had three or more individuals participated in the interview process. The remaining three institutions had only one person complete the interview.
- Members then received the findings and data from the full report. The full report can be found in the 2020 VHESUAC Annual Report as well as on the VHESUAC website:

<https://www.abc.virginia.gov/education/programs/vhesuac>

Virginia Substance Use Prevention Strategic Plan

- Members reviewed an environmental scan, which included information from the Virginia ABC 2015 and 2017 needs assessments, available national and state data and research on best practices.

- Members then reviewed and provided feedback on the draft strategic plan, including its principles, goals, strategic areas, strategies and implementation steps.
 - Principles and Goals
 - Make sure to include strategies from students that are displaying positive behaviors and healthy decision-making.
 - Rely on students as a resource for the development of programming and services.
 - Strategic Areas and Strategies
 - Explicitly mention student leaders, not only student workers, for strategies that emphasize mentorship and peer support.
 - It is important to have a pool of resources across the Commonwealth and ways for professionals to collaborate on cost-saving measures and share approaches for programming.
 - It could be difficult to require involvement from all departments and courses on each campus.
 - Mention Commission on Youth as a supporting partner for strategies that relate to legislation or advocacy.
 - Campuses will need adequate staffing and resources to implement strategies
 - Implementation Steps
 - Some of these strategies will require varying amounts effort and resources to implement and may need to be adjusted accordingly.
 - The term “effort” may not be the best to describe resources needed to implement as it could imply a campus’s willingness to implement the strategy instead. Also, low effort could suggest that the strategy is not worthwhile to pursue.
 - The term “complexity” could embody both effort and resources needed to implement and may be a better word to use.
 - Incorporating different timeframes is important and helpful for communicating with senior administration, but the levels of implementation should also include how impactful strategies will be (low, medium, high).

January 8, 2021 Meeting Minutes

Virginia Substance Use Prevention Strategic Plan

- Executive Council members participated in a brainstorming activity to develop a communications plan for the Virginia Higher Education Substance Use Prevention Strategic Plan. This included identifying the appropriate stakeholders in which to receive the strategic plan, determining the best communication method and timeline for each stakeholder group and crafting the appropriate talking points to highlight for each group. Members identified upper-level administrators at colleges and universities, as well as the Commission on Youth and legislators.

- Email communication was determined to be the most effective way to reach college and university stakeholders, while in-person or virtual presentations were determined to be the most effective way to reach groups such as the State Council on Higher Education for Virginia (SCHEV) and the Commission on Youth (COY).
- Members emphasized that after the initial communication to legislators, additional follow-up meetings and communication may be required to facilitate deeper conversations about the strategic plan.
- Multiple members of the Executive Council shared concern that because participation in the strategic plan is not required of campuses, gaining campus buy-in for participation could be difficult.
- Members then had a conversation about how to encourage participation from campuses. The Drug Free Schools and Communities Act was identified as a way for VHESUAC to gauge campus participation. It was also brought up that some institutions are already implementing effective substance use education programs, and future reporting will need to be adjusted so those schools can demonstrate how their current initiatives fall in line with the strategic plan.
- Finally, members mentioned that resources (including staffing and financial) are limited on campuses, especially at smaller schools.

Implementation Plan

- Executive Council members brainstormed how to split up the Workgroup into five sub-groups, with each sub-group being assigned one of the five identified strategic areas.

Workgroup

July 30, 2020 Meeting Minutes

Statewide Campus Assessment

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 - Twenty-six of the twenty-nine institutions had three or more individuals participated in the interview process. The remaining three institutions had only one person complete the interview.
- Members then received the findings and data from the full report. The full report can be found in the 2020 VHESUAC Annual Report as well as on the VHESUAC website:

<https://www.abc.virginia.gov/education/programs/vhesuac>

- Members reviewed an environmental scan, which included information from the Virginia ABC 2015 and 2017 needs assessments, available national and state data and research on best practices.
- Members then reviewed and provided feedback on the draft strategic plan, including its principles, goals, strategic areas, strategies and implementation steps.
 - Principles and Goals
 - Do not assume that all students need to adopt protective behaviors or have alcohol and other drug problems – be inclusive of students who don't drink or do so responsibly and rely on them as a strength.
 - Strategic Areas and Strategies
 - Make it clear that strategies are not required of campuses but rather encouraged and should be strived for based on available resources.
 - It might be difficult to have a key message for all given the uniqueness of each campus. Consider focusing on key points of education for students instead (e.g., signs of overdose, how to be an active bystander).
 - Be sure to include more evaluation methods than just student surveys such as other quantitative and qualitative measures.
 - Ensure that the statewide system for data collection is integrated with existing methods and is not duplicative of current efforts to avoid creating more burden for schools.
 - Explore combining the separate Good Samaritan and Medical Amnesty policies into one overarching policy.
 - It could be difficult to require involvement from all departments and courses on each campus.
 - Mention Virginia College Collaborative as a supporting partner for strategies that relate to schools sharing resources and information
 - It will be difficult for strategies to come to fruition without additional staff members solely dedicated to advancing them and this is a difficult time to add positions.
 - Implementation Steps
 - Consider linking each applicable strategy to an existing program already implemented at a school to showcase the needed structure and provide a contact person.
 - Some of these strategies will require varying degrees of effort and/or resources to implement and need to be adjusted accordingly
 - The term “effort” may not be the best to describe resources needed to implement as it could imply a campus's willingness to implement the strategy instead. Also, low effort could suggest that the strategy is not worthwhile to pursue.
 - Instead of implementation levels being tied to timeframes, consider relating them to the importance of each strategy.

October 22, 2020 Meeting Minutes

Strategic Plan Communication

- Workgroup members discussed potential stakeholders who should be informed about the strategic plan, outside of higher education. The following groups were mentioned:
 - Virginia parent groups
 - VACLEA (represented on VHESUAC)
 - Local Community Service Boards (CSB)
 - Local health departments
 - SCHEV (represented on VHESUAC)
 - DBHDS (represented on VHESUAC)
 - Community Coalitions of Virginia
 - Commission on Youth
 - Department of Health

Strategic Plan Implementation

- The Workgroup then discussed each strategic area and identified several thoughts to keep in mind for each as VHESUAC looks to implement the strategic plan.
 - Foundation and Leadership
 - Brainstorm potential collaborations across campuses. Collaboration between campuses could fill gaps in education.
 - Explore funding options for universal education across the Commonwealth.
 - Recovery funding can be more easily obtained than prevention and early intervention funding. VHESUAC and individual campuses may need to incorporate other strategies to obtain funding (strength-based approaches, authentic leadership, mindfulness, etc.). Grant funding is not sustainable for positions or programming.
 - Each campus may have other departments interested in prevention & recovery on campus.
 - Make sure that resources are regularly updated. Make good use of national resources (e.g., NIAAA College AIM and DEA).
 - Ensure the incorporation of diversity and inclusion to make sure all students are being reached with the programming they may need.
 - Encourage program evaluation that will advance research & funding.
 - How can VHESUAC help solve for when campuses are unable to identify enough resources. For example, peer educators can be a low-cost resource.
 - What education objectives exist for students, regardless of their relationship with alcohol and substances? (e.g., impacts of alcohol, signs of an overdose, campus policies, standard size drink, etc.)?
 - Completion of the bi-annual report and having the report accessible should be the bare minimum to ask of campuses. Parents should be able to easily

find this information. Is it possible for Virginia ABC to be a central hub for that?

- Explore giving awards to schools that are in compliance with the strategic plan. These could be a motivating factor for some campuses.
- Planning and Assessment
 - Explore incentivizing participation in campus surveys. This may not be helpful at the student level but may be better built in as a strategic priority for the institutions.
 - There are some existing tools that may be helpful:
 - VaCALC standards as a good way to benchmark campuses
 - There are some national surveys already in use on some campuses. Is it possible to consolidate their results?
 - David Anderson, GMU, has developed promising practices, parent education, and gap analysis toolkits.
 - Can the information be collected in a way that doesn't allow for identification? What would a Freedom of Information Act request look like? Depending on how the data is reported, campuses may be concerned about being compared to one another.
 - Identify what information VHESUAC really wants to have to ensure that data collection tool will meet that purpose.
- Policy and Enforcement
 - Consider changes to Good Samaritan legislation. Is there any mistrust between students due a belief that they are "telling on each other?"
 - Collaboration with VaCLEA and the Association for Student Conduct.
 - Explore current policies about Narcan. Are there trainings available and what procedures are recommended to be in place for after Narcan is administered? What liability is there for administering Narcan?
- Programming and Services
 - Recommend campuses to use the College AIM and DEA guidelines.
 - Recommend The Ohio State Higher Education Center as a resource for campuses to use which removes the barrier of cost.
 - Ensure that resources can be provided free of cost.
- Collaboration and Communication
 - Different departments and campuses may exist in independent silos.
 - Give recommendations of who should be a part of the collaboration across campus.
 - Suggest places for campuses to jump-start their efforts.

Strategic Plan Communication

- Members brainstormed potential campus staff who should be informed about the strategic plan, including:
 - President

- Vice President of Student Affairs
- A university medical college/campus
- Members also believed that the previous stakeholders should forward the plan to other relevant departments and units on campus, including:
 - Vice President of Academic Affairs
 - College Deans
 - Student Affairs
 - Campus Law Enforcement and Security
 - Fraternity and Sorority Life
 - Athletics
 - Student Government and other student organizations
 - Local providers

Potential Campus Barriers and Solutions

- Prevention and recovery are not priorities on every campus due to the COVID-19 pandemic. Administrations are focusing on providing academic opportunities to students to fulfill education requirements.
- Some IHEs may have no prevention efforts established. Limited means and priorities are dependent upon the nature of what is happening on campus. While the strategic plan is something that is shared statewide, it's not something that can be forced upon individuals.
- Identifying resources and staffing for high complexity strategies could be difficult for some campuses.
- Virginia College Collaborative (VCC) is a group of alcohol, tobacco and other drug (ATOD) professionals who are on the ground and can assist campus professionals, including Presidents and Vice Presidents.
- Encourage universities to provide ATOD updates in their annual reports and to make it part of their standard operating procedures.
- Designate one person on each campus as a contact whose responsibility is to see prevention strategies through.
- The more institutions that participate in strategic prevention efforts, the more that will follow and engage. Prevention needs to be embedded into the culture within the campus. Check-ins with Presidents about their school's strategic plan and efforts may encourage participation. Data is going to be needed to show a continued need for state supported efforts.

January 28, 2021 Meeting Minutes

Strategic Plan Communication

- The strategic plan will be communicated beginning in February to the following stakeholder groups:
 - State legislators
 - College and university Presidents and Vice Presidents of Student Affairs
 - Commission on Youth

- State Council of Higher Education for Virginia
- State agencies/departments

Strategic Plan Implementation

- Members of the Workgroup discussed the possibility of splitting up the Workgroup into subgroups to address each of the strategic areas individually based on the conversations held by the Executive Council. Members of the Workgroup expressed concern over the ability to regularly have enough participation to make the subgroups worthwhile.
- The Workgroup identified the following items to begin implementation in each of the five strategic areas:
 - Foundation and Leadership
 - Create new or utilize existing higher education centers.
 - Advocate for a percent of alcohol tax to be earmarked for campus prevention efforts.
 - Identify key education objectives for colleges and universities.
 - Planning and Assessment
 - Identify campus-specific efforts that could feed into best practices.
 - Modify and/or use currently existing alcohol prevention standards and planning guidelines, such as the ones used by VCALC.
 - Reference David Anderson's strategic planning implementation resources.
 - Policy and Enforcement
 - Review NIAAA CollegeAIM model.
 - Examine the reality that increased enforcement will require additional funding.
 - Review current enforcement policies, such as how to do compliance checks in an era where customers wear masks covering their faces.
 - Programming and Services
 - Conduct a literature review, including: CollegeAIM and other state and campus examples.
 - Create a list of agencies that could provide training and professional development opportunities.
 - Use a virtual platform to host a state-wide training.
 - Reach out to others who would be interested in trainings and professional developments opportunities.
 - Collaboration and Communication
 - Network with organizations such as CCoVA.
 - Examine funding options for national experts.

April 22, 2021 Meeting Minutes

Strategic Plan Communication

- Members discussed the campus reception to the strategic plan. Most members expressed concern that their administrators had not forwarded the strategic plan to other units on campus. It was determined that the next campus newsletter should further emphasize the strategic plan as well as include potential next steps for each campus. The following suggestions were identified:
 - A list of members of the VHESUAC Workgroup and Executive Council.
 - A list of suggested next steps for utilizing the strategic plan.
 - Address the reality that student perceptions of being fully vaccinated may lead to heightened risk and dangerous behavior on campuses during the fall semester.
 - Provide links to the VHESUAC Annual Reports and Strategic Plan.
 - Copying VHESUAC Workgroup and Executive Council members on the email.

Campus Survey

- The Workgroup discussed what an annual campus survey to be completed by institutions and submitted to VHESUAC could look like..
 - Check boxes do not provide an opportunity for institutions to provide more detail about what they are doing.
 - Asking for a less than 500-word summary on how the institution advanced the strategic plan on their campus.
 - Utilize a shared document where schools can fill in their information and see what other schools are doing as well.
 - The following barriers were identified for this method:
 - Institutions may filter what information they are sharing publicly with all other campuses.
 - Institutions may be intimidated by the information others input and may discourage the efforts being implemented on their campus if progress is slower in comparison.
 - Consider taking a similar approach for data collection as was done during the IHE assessment.

Strategic Plan Communication

- The Workgroup spent time discussing several state-wide initiatives laid out in the Strategic Plan. For each of the initiatives discussed, first steps were identified.
 - Initiative: “Assure that key education objectives for students on substance misuse delivered by IHEs have continuity on all campuses irrespective of size, affiliation, location, etc.”
 - What is the best way to learn what the current education objectives on campuses are?
 - Will this be collected in the reporting form/survey?
 - Initiative: “Establish and maintain a statewide system for data collection on student substance use behaviors that uses common tools, methods and resources and informs strategic planning efforts.”

- What is the best way to learn what the current education objectives on campuses are?
 - Will this be collected in the reporting form/survey?
 - A concern was noted about how campuses may react if they are requested to provide substance use data related to on-campus incidents and hospitalizations due to substance misuse. It was clarified that this data already exists and is available.
 - It was noted that it needs to be clarified what VHESUAC's goals are related to collecting and using this data in order to identify how to establish and maintain a statewide system/assessment.
- Initiative: "Develop and maintain policy development and enforcement procedure guidelines that incorporate use of best practices and improve communication with faculty/staff and students."
 - Is there something already created that we could use as a basis for developing these guidelines?
 - It was suggested to meet with David Anderson and to review the College AIM to see what could be utilized.
- Initiative: "Develop and maintain programming and service guidelines for a variety of strategies that support planning and implementation efforts."
 - Is there something already created that we could use as a basis for developing these guidelines?
 - In January, it was suggested to conduct a literature review of College AIM and other state and campus examples. Is there anything else we would want to include in this?
 - Concern of how the statewide legalization of marijuana use may fit into programming recommendations was noted. Suggestions to address this include:
 - Funds to bring in Jason Kilmer as a consultant – 10 years of experience in Washington – what's worked on their campus and statewide or a Colorado based researcher to share a similar experience.
 - Host a forum that IHEs can attend on how marijuana legalization impacts programming and initiatives and to hear lessons learned from other states.
- Initiative: "Establish mechanisms for campuses to share approaches and strategies for effective programming including formal networking opportunities – work with partners such as the Virginia College Collaborative (VCC)."
 - VCC regularly hosts fall, spring and summer meetings.
 - They are working to expand the outreach to other campuses that aren't participating.
 - Lack of funding continues to be an issue. It was asked if VHESUAC is able to provide funding.
 - The Campus Suicide Prevention Committee funded by the Virginia Department of Health was noted as a potential partner to develop a structure.

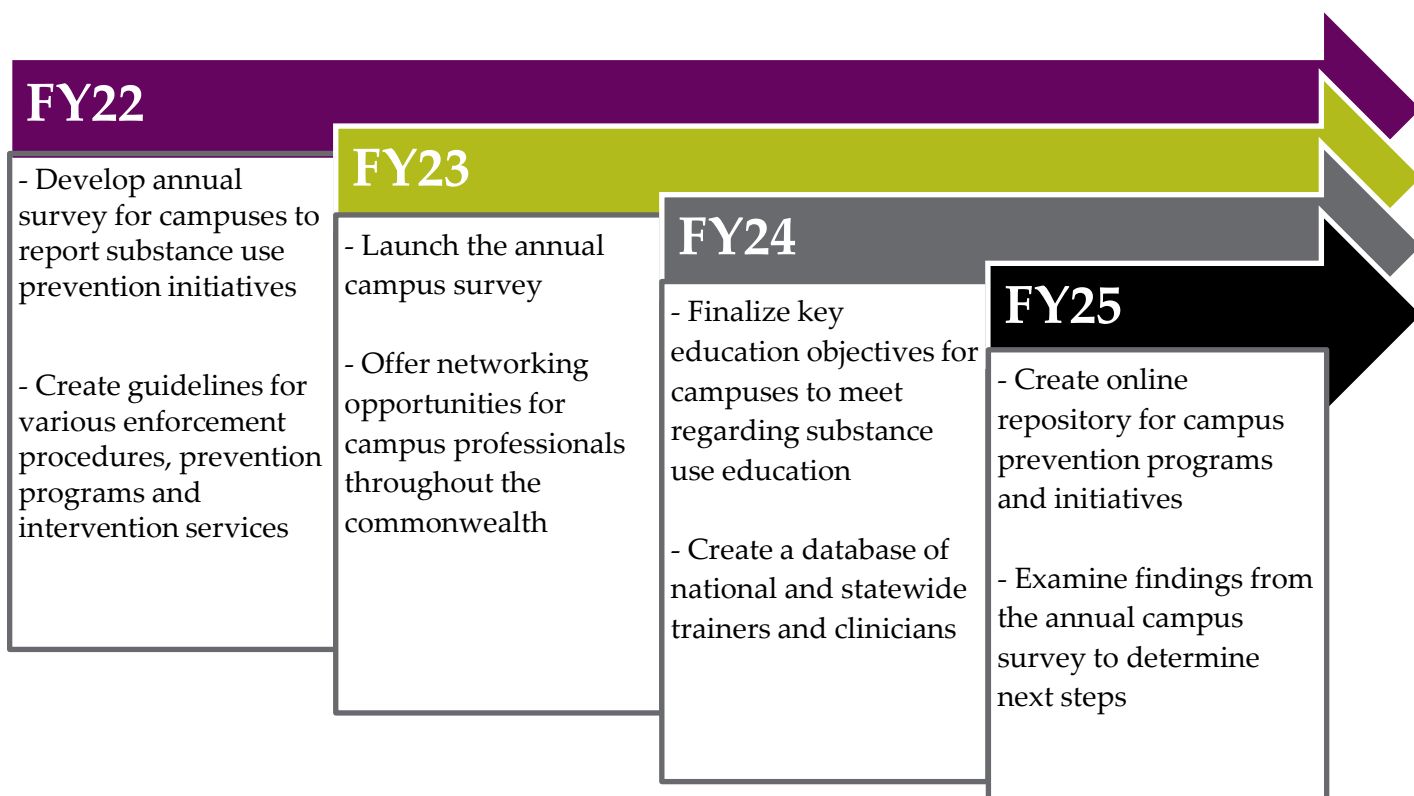
FUTURE OF VHESUAC

Based on the requirements set forth by SB 120 and HB 852 of 2018 (Chapters 210 and 211 of the Acts of Assembly), VHESUAC will continue to focus on reporting and strategic planning, networking and resources and training and technical assistance. Deliverables may include facilitating assessment and evaluation efforts, measuring the effectiveness of policy changes and program implementation, developing common statewide goals and action steps, creating a communication network among campuses, enhancing networking opportunities, providing resources to support campus prevention efforts and providing on-going support for individual strategic plans and specialized trainings to identified groups. These activities will rely on a collaborative and coordinated effort among Virginia's IHEs.

As mentioned, the Executive Council and Workgroup distributed the VHESUAC Strategic Plan to college and universities this year. The response to the strategic plan has been positive, but several barriers have already been identified by VHESUAC members and campus professionals, including staffing, funding and the lack of incentivization. VHESUAC has had discussions about these barriers to campus participation and will continue to identify potential solutions.

Looking forward, VHESUAC will work to implement the identified state-wide initiatives, including developing guidelines for strategic planning, policy development, programming and services and more for campuses throughout the commonwealth. These guidelines will then be distributed to campuses in order to assist them with implementing the VHESUAC Strategic Plan. VHESUAC will also develop an annual survey for campuses to complete and return to the committee in order to assess ongoing strategic planning efforts at the state level. This will allow VHESUAC to use data from throughout the commonwealth to inform future needs and goals. The figure on the next page illustrates VHESUAC's goals for the coming years.

Commission on Youth (COY) has been kept informed of VHESUAC progress since the establishment of VHESUAC and they have requested a presentation of VHESUAC updates at their September 20, 2021 meeting. As a part of this update, COY is interested in recommendations VHESUAC has on ways that IHEs can increase their engagement with VHESUAC.



VHESUAC Contact Information

Virginia Alcoholic Beverage Control Authority
Education and Prevention
Attn: VHESUAC
7450 Freight Way
Mechanicsville, Virginia 23116

Phone: (804) 977-7440

Email: Education@VirginiaABC.com

Website: www.virginiaabc.com/vhesuac