

**Division of University Affairs
Assessment Plan 2009-2010 Academic Year
Learning Outcomes Assessment**

Department Student Life

Program: (Alcohol Education Programs)

Primary Programmatic Outcome	Goals	Objectives	Timeline for Completion	Resources Needed
<p>As a result of our Alcohol Education efforts our students will better understand how alcohol affects their health and judgment and serve as a catalyst to make better informed choices when it comes to consumption.</p>	<p>1. Increase the participation in part two of the AlcoholEDU program to over 70% from FY 2009 compliance of 54%.</p>	<p>Status: Not met – This fall 59.4% of students who began AlcoholEDU completed part two, an increase of 5% over the 2008-2009 completion rate of 54%. While this reflects a significant increase over the previous year it is substantially lower than hoped for. After consultation with the professionals at Outside the Classroom it was determined that for a program with an implied mandate a nearly 60% completion rate is very good and 70% is quite ambitious. So the issue is less in the failure of reaching our goals and more in our effort to set goals that are ambitious yet attainable.</p> <p>Goal 1: Development of an informational website, written materials and communication with students to ensure questions regarding access and understanding are met.</p>	<p>September 1, 2009</p>	<p>Status: Fully Met – On June 1, 2009 we launched an informational website at www.sfasu.edu/studentlife/alcooledu to assist students and parents to better understand what the program is, what it hopes to accomplish and how to complete the program including troubleshooting issues.</p>

		<p>Goal 2: Improve follow-up for non-compliant students by communicating with students during the part two process.</p>	<p>October 14, 2009</p>	<p>Status: Fully Met – Upon the completion of the fall 2009 AlcoholEDU implementation 58.62% of students who completed part one of alcoholEDU went on to complete part two and successfully complete the education program. This is a marked improvement over 2008 where the success rate was 33.7%. There are a few reasons we feel we were more successful in students completing AlcoholEDU.</p> <ol style="list-style-type: none"> 1. We worked with our SFA 101 instructors and posted announcements that many of them relayed to their students. These announcements alerted students to upcoming completion deadlines and reminded them of the importance to finish AlcoholEDU. 2. The Office of Student Affairs sent a series of follow-up emails to students who had not completed AlcoholEDU. Each email outlined a learning outcome from the program and stressed the importance of each student to complete AlcoholEDU. 3. The Office of Student Affairs placed an ad and ran an op-ed story on completing AlcoholEDU in the university newspaper.
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	<p>2. Increase the visibility of alcohol education programs by forming strategic partnerships with counseling center, judicial affairs, athletics, housing and campus recreation.</p> <p>Status: Satisfactorily Met - A number of strategic partnerships have been forged on campus to increase the visibility and effectiveness of our program. The current A-Team consists of members from Athletics, Health Education, Student Affairs, Academic Affairs and Campus Recreation. Invitations have been extended to Housing and University Police however those positions currently remain unfilled.</p>	<p>Goal 2-1. Continued support for the Alcohol Prevention Strategies team through funding of special projects.</p>	<p>Ongoing</p>	<p>Status: Fully Met - Beginning in 2008 the student service fee committee began funding the Alcohol Prevention Strategies program to include an implementation budget for AlcoholEDU and an additional \$8,500 for programming and education efforts.</p>
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		Goal 2-2. Development and implementation of the 21 st birthday card program.	September 1, 2009	Status: Fully Met – This program began in the fall of 2009 and to date over 1,000 birthday cards have been sent to students. The birthday card discourages students from taking 21 shots on their 21 st birthday. The front of the card has a picture of Dr. Baker Pattillo, our president, who fully supports the program. This spring our first assessment of the effectiveness of this program will commence with the Beyond the Classroom survey.
		Goal 2-3. Support of a major alcohol education programming week in the Spring.	Spring 2009	Status: Fully – Since April is Alcohol Awareness Month, every Tuesday in April tables were set up outside of student dining to provide various educational aspects of alcohol. The tables were different every week and covered drinking and driving, the law in which a TABC officer was present, general information on alcohol and its effects and information on alcohol specific to college students like mixed with energy drinks and calories per drink. Members of Driving Jacks were present to help lure students to the table as well as pass out information on signs of alcohol poisoning.

Student Learning Outcomes:

Learning outcomes are statements that specify what learners will know or be able to do as a result of a learning activity. Outcomes are usually expressed as knowledge, skills, or attitudes. Please sort these outcomes into the categories below. You do not need to have an outcome for each category, only those that are essential in accomplishing your PPO as stated above.

Outcomes	Assessment	Assessment Results	Improvements Planned
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	activity		
<p>Citizenship:</p> <p>As a result of participating in Alcohol EDU, students will understand the potential consequence of violating SFA policies/Texas law that relate to alcohol consumption by students/minors.</p>	AlcoholEDU, Week of Reflection Activity	<p>The AlcoholEDU measures were not met as the questions to guide our students were not included in the 2009 implementation. However during the week of reflection we surveyed 84 students and asked 12 questions based on SFA and State of Texas laws. Students averaged answering 9 of 12 questions right. 71 out of 84 students knew that our residence halls were 100% alcohol free, 68 of 84 students identified .08 as the legal limit to operate a motor vehicle and 67 of 84 respondents could identify BAC as Blood Alcohol Content.</p>	<p>The alcohol and harm prevention strategies team (The A-Team) has identified a number of questions to be included in the 2010 implementation of AlcoholEDU. We have submitted these questions to Outside the Classroom and they are developing a module to be added to the current content.</p>
<p>Wellness:</p> <p>As a result of participating in Alcohol EDU, students will demonstrate an understanding of the negative affects of alcohol on their bodies and how to avoid such consequences.</p>	AlcoholEDU / 21 st Birthday Cards	<p>2327 incoming freshmen completed AlcoholEDU in the summer of 2009. Students were tested in a pre-test, post-test on the physiological effects of alcohol on their bodies. Students scored an average of 29 on the pre-test and scored an average of 75 on the post-test, a 47% knowledge gain and moving the average student from failing the quiz to a passing grade. In addition 78% of</p>	<p>We are going to do reflection questions during the national collegiate alcohol awareness week. We hope to get some qualitative data on what steps students want to take to ensure they are thinking about how alcohol impacts their health.</p>

		<p>students said alcoholEDU prepared them to recognize the symptoms of alcohol poisoning, 80% said they felt they knew enough to step in and help someone suffering from alcohol poisoning. 70% of students felt the program provided them with information which influenced them to make more responsible choices in terms of alcohol use and 61% said they will change their drinking habits as a result of AlcoholEDU.</p> <p>Students responding to a question on the Outside the Classroom study said that the 21st Birthday Card caused 44% of students to think about how much they intend to consume on their 21st birthday and 26% said that they chose to consume less as a result of the card.</p> <p>In terms of preventative measures students reported taking a number of action steps to mitigate the affects of alcohol including:</p> <p>Plan ahead to make responsible decisions: 79%</p>	
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		Never Pre-Game: 61%	
<p>Ethics and Values:</p> <p>As a result of participating in Alcohol EDU, students will be able to understand the congruence between personal action and stated values.</p>	AlcoholEDU	<p>Students at SFA fall below national averages on almost every metric used to rate high risk alcohol consumption. The national average for first year freshmen drinking in the past 30 days is 65% and rises to 68% after six weeks of school. SFA students report a drinking rate of 58% and that number holds firm after six weeks at 58%. In addition, according to reporting rates and national averages 67% of our students actually qualify as non-drinkers, surpassing self-reported rates. This spring students were asked the same question on the Beyond the Classroom survey. 59% of students reported drinking, on average, less than one time a month. 39% report to no alcohol consumption and if students do consume 81% consume less than 3 drinks. This</p>	<p>During National Collegiate Alcohol Awareness Week students will be interviewed and allowed to state what their feelings are about alcohol consumption. We will then compare this to alcoholedu and beyond the classroom stats to see where we stack up.</p>

		<p>shows SFA students who arrive at SFA are not unduly influenced by their peers when it comes to alcohol consumption and hold to their pre-college habits. In addition students who do drink, 76% report consumption levels below the classification of binge drinking (4 drinks for women and 5 for men). Students who report that drinking to excess is acceptable at all times is 3% and students who reported drinking to excess during their first six weeks of college was 5%. For non drinking students 24% of students say that drinking is never a good thing to do and 42% of students report not drinking during their first six weeks of school. Once again showing a good relationship between belief and action.</p>	
<p>Scholarship</p> <p>As a result of participating in Alcohol EDU, students will demonstrate the understanding to balance drinking/partying with academic responsibilities</p>	<p>AlcoholEDU</p>	<p>Students who took alcoholEDU clearly made the connection between the need to modify their alcohol consumption when they have academic priorities. 94% of students said it was never alright to get drunk on school nights and 98% said they would not consume alcohol the night before they had a</p>	<p>We are introducing a poster series connected to the SFA Way and this topic will play well in discussing personal ethics and academic integrity. How can a student expect excellence in everything they do if they are hungover for class?</p>

		<p>test or project due. Only 1.71% of our students said that because of their alcohol consumption they did poorly on an assignment or test, the national average is 2.26%. 3.4% of students reported missing a class due to alcohol consumption, the national average was 3.48%.</p>	
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